

**Guess Who's The Boss Of Your TV Set!**



**TV  
GUIDE**

LOCAL PROGRAM LISTINGS  
WEEK OF JULY 2-8

15c



Lassie and Tommy Rettig  
Lee Aaker and Rin Tin Tin

# as we see it

The election of 1956 is still a long time off, so there still is time for Congress to change a section in the Federal Communications Commission Act which forbids a TV or radio station to give free time to one candidate unless it gives equal time to all other candidates.

What that means, from a practical standpoint, is that all political time must be bought. A network might be happy to donate time for a series of political debates between Democrats and Republicans, but in 1952 there were 18 parties and 12 Presidential candidates. Giving equal free time to the Vegetarians, Prohibitionists, Greenbackers, Constitutionalists, etc., would not only bore the public; it would break the stations.

Recently Dr. Frank Stanton, of CBS, said his network was willing to promote a series of "Lincoln-Douglas" debates between the candidates of the two major parties and invite them to participate in panel discussions—all without charge. But the FCC Act makes such programs—which are greatly to be desired—impossible. All the candidates, all 10 or 12 or however many there will be, could claim equal free time.

It goes without saying that Congress was acting in the public interest when it first passed the FCC Act. Times have changed, though, with the advent of television and its ability to picture the candidates as they are.

Great Britain's BBC gives free television time to all candidates—the major parties receiving equal time and the minor ones less time in proportion to the size of their vote at the last election. That's one solution.

Congress should be able to amend the FCC Act to fit the Television Age.

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# TV Teletype\*



**NEW YORK** Bob Stahl reports:

HELEN HAYES, MARY MARTIN to co-star on Producers' Showcase in September in "Skin of Our Teeth"--the same production that last week played in Paris as part of America's "Salute to France". . . The Aug. 22 Showcase, "King and Mrs. Candle," will be a musical comedy version of a drama presented last year on TV Playhouse and will star CYRIL RITCHARD, IRENE MANNING, RICHARD HAYDN.

\* \* \*

ABC's 90-minute pickup from Disneyland Park at Anaheim, Cal., on Sunday evening, July 17, will use 20 cameras to show all features of the fabulous playground, which opens next day. . . JACK WEBB guest emcees on the July 24 Sunday night Variety Hour. He'll show clips from his new movie, "Pete Kelly's Blues."

\* \* \*

SID CAESAR, NANETTE FABRAY, ARLENE FRANCIS and WALLY COX head the cast for "1976," NBC's fall preview of American life 21 years hence. NBC president PAT WEAVER is to write and direct. . . You Can't Take It with You, new CBS series based on the famous play, goes Tuesday nights in the fall, in the Meet Millie spot.

\* \* \*

PINKY LEE will switch to a circus theme next fall, with PINKY playing a "poignant little clown," as the publicity boys put it. . . VAUGHN MONROE returns to TV with his own show July 19, replacing DINAH SHORE Tuesday and Thursday nights on NBC for the summer.

\* \* \*

Mama, scheduled to return from vacation in September, instead will be off 13 weeks, returning in October. Seems the sponsor thinks too many viewers will still be vacationing in September. . . JACKIE COOGAN and HANS CONREID will alternate commuting from Hollywood for Mama's replacement, Pantomime Quiz. They join DOROTHY HART, CAROL HANEY, ROBERT CLARY on Pantomime teams.

\* \* \*


PAUL WHITEMAN resigned as ABC vice president in charge of musical programs to take his present job as host of America's Greatest Bands on CBS. WHITEMAN complained that his ABC position didn't keep him busy enough anyway.

\* \* \*


The Bob Cummings Show, in a last-minute deal, moves into the RAY MILLAND spot on CBS Thursday evenings, but NBC's Sunday night shows will continue until fall. Sponsor thinks earlier (8 P.M. EDT) hour means wider audiences. . . Famed jazz authority LEONARD FEATHER heads STAN KENTON's Music '55 writing staff.

\* \* \*

People's Choice, new telefilm series starring JACKIE COOPER, starts on NBC Oct. 6, in the Thursday night spot occupied by Justice until this week, when Make the Connection replaced it for the summer. . . CBS' Wednesday U.S. Steel Hour has set JACK CARSON in "The Gambler" for July 20, DOROTHY McGUIRE in "The Dress" for Aug. 17.



## Who's Boss Of Your TV Set?



NOMINEES INCLUDE JUST ABOUT EVERYBODY—EXCEPT DAD

Who controls the TV set in your house? Is it your jive-addled teen-aged daughter, the Crockett-madened six-year-old son of the family . . . or is it Mom?

There seems to be some disagreement on this question among those who should know the answers. In fact, they're practically fighting in the streets about it right now.

According to Sid Ascher, head of an outfit called Teen-Age Survey Service, it is the adolescent who rules the dials in the average American home. Ascher says he has interviewed 6000 teeners and discovered that they are the ones who decide what programs the family should look at in 74 out of every 100 U.S. living rooms.

When Ascher's findings were uncovered in a trade publication last month, Eugene Gilbert, top man at Gilbert Youth Research, a rival survey organization, immediately emitted a howl of anguish. Indeed, had he

met Ascher on the street that day, it is just possible that Gilbert might have crowned his rival with a rock.

As it was, he ripped off a highly inflammable letter to the trade paper charging that—far from controlling TV—teen-agers rarely even *look* at the set. Instead, they prefer to flop around on the floor, eat bananas and listen to a hot band on the radio.

“Radio, not TV, provides the entertainment teeners like best—namely dance music,” wrote Gilbert tartly. As a matter of fact, it is small children, not teeners, who dominate the TV set, according to the figures compiled by Gilbert.

Got that, Mr. Ascher?

And that's not the end of it. While Ascher and Gilbert glowered at each other over bales of statistics, the New York advertising agency of Cunningham and Walsh came up with a set of figures which indicate that it's neither the teeners nor the pre-teen-



ers who run the family show on TV. It's Mom.

The agency unearthed this information in its annual survey of the TV habits of a typical community. The survey shows that the housewife spends an average of 17.05 weekday hours each week peering at her TV screen, which gives her a substantial lead over anyone else in the family.

Is someone off-base here? Well, not necessarily. Actually, the three sets of figures don't conflict as sharply as it appears at first glance.

Ascher, for example, admits that radio is more popular with teen-agers than TV. This is because high school students long ago mastered the knack of doing their homework against the blare of a jazz trumpet but have yet to acquire the technique of solving problems in plane geometry while watching Jackie Gleason. Elementary school children, on the other hand, are unimpeded by heavy homework and consequently have more time to spend before the magic screen.

But, says Ascher, the adolescent

still has far more influence than his younger brother when it comes to determining the family's choice of TV programs. This is because the teener is more articulate in expressing his wishes and also because he's still up and around the house hours after little Wormwood has been dragged off to bed.

Incidentally, Ascher says that when it comes to television, teeners prefer musical programs, variety shows, comedies and adventure stories and don't care much for youth panels, which they customarily refer to loftily as "brainwashings."

"Program planners and talent buyers are overlooking a tremendously influential audience," says Ascher, "when they bypass the teener on TV."

And right here is where Ascher and Gilbert start swinging. Gilbert insists that teeners not only do *not* control the TV set but that they are "probably the worst market" to reach via the television medium.

"The amount of time (it's about an hour a day, according to *continued*

## Whose Hand Is At The Dial? Even The Surveys Don't Agree.

Gilbert) that teen-agers spend watching TV is lower than that of any other group in the youth field," says Gilbert firmly. "Because of this lack of enthusiasm among teeners and because of the terrific enthusiasm which younger children have for TV (they spend two-and-a-half hours a day watching the set), the real control is maintained by the pre-teen child where there is either group in the household."

Gilbert, who modestly asserts that he "undoubtedly" knows the youth market "better than anyone else in the United States," says the reason teeners aren't interested in TV is because they have too many other interests to take up their time. Among them: school activities, dates, sports, dancing and movies.

Cunningham and Walsh's researchers haven't attempted to establish who controls the TV set, although their figures show that in the course of a full week the housewife spends approximately an hour more daily twirling dials than do her children. What the C&W figures do seem to indicate is that it is television itself that ex-

erts a terrific influence on all members of the family, rather than the other way around.

On young children, TV has a marked disciplinary influence.

"TV is good for training children," one mother told an agency interviewer. "If my daughter don't practice the piano, she don't see *Ramar of the Jungle*. Boy, does she practice the piano!"

On adolescents, TV has a restraining effect:

"My son would have married the wrong girl if it hadn't been for TV," a mother insisted. "He used to run around with this blonde down at the drug store. Then he got interested in the programs on TV. Now he stays home. He hasn't seen that girl now in over two months!"

And even Grandmother's way of life has been affected.

"The other day when my grandson came to visit me, we watched a cowboy movie. After the show he hit me on the head with his gun when I wouldn't lie down dead."

Among this welter of facts, opinions and statistics, only one thing stands out clearly. Father hasn't been mentioned once.



## Park-It-Yourself

TV Eases Jam, Saves Money  
On An Oakland Parking Lot

Installed at a cost of less than \$2500, a "TV Eye" day and night scans every inch of a Downtown Merchants Association city-block-square parking lot, in Oakland, Cal. The RCA TV set-up, built around a Vidicon tube, allows attendants to spot vacancies quickly and direct motorists to the proper aisle on a "park-it-yourself basis," and is expected to save about \$3500 a year in reduced overhead. It is installed atop a 30-foot standard and connected via a closed circuit to a monitor in the attendants' booth. The "Eye" rotates every 15 seconds, bringing a picture of the parking situation to the screen the attendants watch. All that's needed is a robot-driver who won't crumple fenders.



Car enters lot: 'Eye' is in box atop pole.



A glance at monitor shows vacant space.



Attendant watches girls pull in safely.

# Laughing Lady

Edith Adams Is Married  
To One Comedian  
And Works For Another



In a way, blonde Edith Adams is a comedians' comedienne. She is married to one professional funnyman, Ernie Kovacs, and works for another, Jack Paar—for the past several months on CBS' *Morning Show*, and beginning Monday, July 4, on the new daytime *Jack Paar Show*.

Life among the wild Indians has had a decided effect on the former Juilliard enrollee, who once studied opera in five languages. She now takes gibes at opera stars in five languages. Occasionally, she "breaks up" over her own clowning, but is trying to control her gales of self-appreciation because the men in her life deem such behavior "unprofessional."

Could be, but it doesn't really bother Edith too much because, basically, she considers herself not a jokester but a singer. She hasn't always been sure, however.

For instance, she points out, "I lost miserably on Godfrey's *Talent Scouts*." On the other hand, as a result of that failure, she reports proudly, she received nine job offers. Another source of pride is the pair of Donaldson Awards she copped for her portrayal of Eileen in "Wonderful Town," the 1953 Broadway musical hit.

Kovacs, who has a morning radio show, thinks normal people should sleep during the afternoon, but Edith rushes around taking lessons. He likes to enumerate them: "Voice, dancing, dramatics, Hungarian yo-yo . . ."

Constantly worried about gaining weight, Edith whips up an evil-looking stew of cooked wheat germ for her breakfast. Lunch consists of a spoutful or two of black strap molasses, one raw egg, liberal sprinklings of yeast powder and milk—thrown together and beaten well. She brings it from home. "It's delicious," she insists. "I rarely eat a sit-down meal any more. The concoction is more energy-giving."

The "concoction" sustains Edie until 5 P.M., when, no matter what she is doing, she "zooms" straight home to Ernie, who has zoomed straight home to her. "It used to be the only way we got to see each other. Then we got to like it. Now it'll be the only way we see each other again!"

Five P.M. is also the children's hour with Kovacs' two daughters by a former marriage: Betty, 8, Kippy, 6½.

Despite Edith's crowded schedule, she finds time to do commercials for soap operas. "People tell me I'm being groomed for bigger things," she laughs, "but no one says what it is."

Ernie and Edie met four years ago when Kovacs was emceeing a TV show in Philadelphia. "Someone remembered a picture of a cute girl in the paper," says Ernie, "so we called her." His first impression, he recalls, was of a "white-faced blonde nervously scanning the sheet music."

"It was my first job," says Edith.



◀ Clown-framed: Edith Adams with boss, Jack Paar, l.; husband, Ernie Kovacs.

"Before that, I kept winning titles like 'Miss Timetable.' People were always giving me watches and timetables, but no money. The first question I asked Ernie was, 'Do I get paid?' I had a house filled with wristwatches."

Edith tactfully ducks any critical comparison of Kovacs and Paar. They're both funny, she maintains stoutly. And they both smoke cigars—"green-leaved ones when it's cloudy, and brown-leaved ones when it's sunny. Or the other way around.

"They're alike in other ways, too," she says. "They think alike. They're

both satirists, see humor in commonplace things. I don't know when something is funny. But with Ernie and Jack around, who has to be a comedian? I play it straight."

Nonetheless, on *The Morning Show*, Paar allowed her considerable leeway to try to be funny. "I learned a lot," she said, "because the show was so relaxed. Jack said, 'Do anything.' But on the new show," she added, with just a trace of regret, "we'll only have a half hour. And people will have had their breakfast and their lunch, too—they'll be wide awake and a lot more critical!"





## Gleason Faces The Music

There's No Clowning When Jackie Cuts Some Records

Jackie Gleason quits his kidding when he switches from mirth-maker to musician. He's a busy—and dead-serious—composer and arranger. Among his more successful tunes: "Melancholy Serenade," which introduces *The Jackie Gleason Show*; "Tawny" and "Lovers' Rhapsody."

He has his own music company—Songsmiths, Inc.—and, with his own 40-piece orchestra, has produced a

number of briskly-selling albums with titles like "Music to Remember Her" and "Music for Lovers Only."

TV GUIDE looked in on Jackie Gleason, musician, at a recent recording session in a New York hotel where, for three hours, Gleason tried to get just the effects he wanted for his new album, "Romantic Jazz."

'Mmmm, boy!' Gleason okays piping of ►  
number over phone to recording studio.



'A clinker!' Gleason points at the culprit, while arranger Sy Oliver waits on podium.



'All right, let's try again.' Jackie listens, frowning, as Oliver picks up the beat.



'A little more slide would help'—so members of brass section try it that way.



*You Can't Hear Dotty Mack, But*

## TV's 'Silent Songbird' Sings

Like Harpo Marx, Dotty Mack has built a show business career out of silence. But where Harpo pretends to be mute, Dotty pretends—on her ABC network show and on local Cincinnati programs—to be singing with other people's voices.

As a "lip-synchronizer," going through the facial motions while hit records by various artists are played, Dotty is TV's "silent songbird." That is paradoxical enough, but compounding the confusion is the fact that Dotty actually *does* sing when on the air—but strictly for her own ears and those of her studio crew. By careful design, not one peep seeps outside.

When impersonating other singers, Dotty tries to mimic as closely as possible how they look, gesture and use their lips when they sing, and even the way they sound.

However, she also has a sound and a style of her own, as she proved some months ago when she waxed "Loaded with Love" for King Records.

Dotty, whose real name is Dorothy Macaluso, had been a sales girl and a model at a Cincinnati department store when, in April, 1949, she landed a job as WCPO-TV music librarian at \$50 a week.

When local disc jockey Paul Dixon switched from radio to TV, Dotty, because she was telegenic, was assigned to be Dixon's "Gal Friday." In 1952,



she went out on her own. Her Cincinnati-originated network show, which recently moved to Tuesday nights for the summer, reportedly earns her a four-figure weekly salary.

Dotty's speed at memorizing was put to the test one day when a station executive popped up with a new recording of a song chockful of difficult words—Dorothy Collins' version of "Cuckoo Clock." Dotty listened to one playing of the record, then proceeded to "sing" it the second time around. She didn't miss a syllable.



Carson



Foster

## Philadelphia Dateline

**Preston Foster** returns to his home town of Pitman, N.J., with quite a flourish. On the Fourth of July he'll participate in Pitman's 50th anniversary parade, riding a replica of his tugboat, *The Cheryl Ann*, (featured in his TV *Waterfront* series, Ch. 10, Sunday, 6:30 P.M.). He'll also take part in the July 4 festivities in Fairmount Park.

**Ch. 3** will repeat its Freedoms Foundation award-winning show, "The Day of Deliverance," on Sunday, July 3. With **Harry K. Smith** narrating, the 3-3:30 P.M. stanza will be an "all-camera" presentation—no actors, no mechanical devices, just four cameras—taking the viewer on a tour of Independence Hall.

**July 4** will see several major changes in the Ch. 6 program listings: *Romper Room* moves from 10 A.M. to the 8:30-9:30 A.M. daily position; *Morning Theater* bows in from 9:30-11 A.M.; *Favorite Theater* takes over the 11 A.M.-noon slot; *Lunchtime Theater* will be seen from noon to 12:30 P.M. From 12:30-1:50 P.M. **Mary Dorr** will play the hostess of a feature film program, *This Is Hollywood* and, at 2:30-3 P.M., *Musical Honeymoon*, featuring **Larry Ferrari**, **Johnny Thompson**, **Nancy Lew-**

**is** and **Mary Carlile**, bows in. *John Daly and the News*, debuts at 7:15 P.M.

With **Jack Pyle** back at Ch. 3 handling the nightly 11:10 P.M. *Sports Spot*, **Alan Scott** is getting back to a normal work schedule. Scott had a full two weeks subbing for Pyle at 11:10 P.M. while Jack "vacationed" with the Phillies. Alan returned to the cameras at 9 A.M. for his *Let Scott Do It* program.

Televiewers will see a lot of Independence Hall on Sunday, July 3. The CBS-TV network will originate it *Let's Take a Trip* show from there, 5:30-6 P.M. This is carried by Ch. 10.

Teen-age fans will probably be more than slightly disturbed when they learn that localite **Dick Lee**, now featured male vocalist on the NBC-TV network *Ted Mack Show* (Ch. 3, 3-3:30 P.M.) was quietly married last week.

And speaking of local vocalists, **Vince Carson**, currently featured on the *Grady and Hurst Showroom*, Ch. 3, Saturday, 6:30 P.M., will be sharing the bill with one of the show business "greats," **Sophie Tucker**, when he plays a club date in Atlantic City in July.

### Channels listed in program section

3	<b>WPTZ</b>	(NBC) Architects Bldg., 17th and Sansom Sts., Philadelphia	LOcust 4-5500
6	<b>WFIL-TV</b>	(ABC, Du Mont) 46th and Market Sts., Philadelphia	EVERgreen 2-4700
10	<b>WCAU-TV</b>	(CBS) City Line and Monument Ave., Philadelphia	GREENwood 7-8300
8	<b>W GAL-TV</b>	(CBS, NBC, ABC, Du Mont) 24 S. Queen St., Lancaster	Lancaster 5246
12	<b>WPFH</b>	(Independent) 10th and West Sts., Wilm., Business Office	Wilm. 6-2567

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# Mrs. Fixit

DEBORAH ADAMS

DOES EVERYTHING—HERSELF



Viewers can take it as gospel when Deborah Adams advises on anything from building a porch to baking a cake, via her Monday-through-Friday *Features for Women* show on WFIL-TV, 1:50-2 P.M. Deborah not only tests all suggestions she presents on TV but, in most cases, has done the job for practical purposes.

As the proud owner of an old home in Valley Forge, Deborah was—and still is—faced with the problem of conversion and repairing. Living alone, and being a woman noted for her self-reliance, she took tools in hand and papered the house, built kitchen cabinets and a front porch, laid a flagstone terrace, made streamlined kennels out of an old chicken house and tackled other sundry household chores.

As a graduate of the University of Pennsylvania's School of Architecture, Deborah was expected by her family to

follow in her architect father's footsteps. However, Deb had two basic loves—acting and writing. Offspring of a stern New England clan, disapproval was so very strong regarding “going on the stage” that Deborah combined her knowledge of architecture and her writing talent and ended up as advertising manager of the export division of fabrics and finishes at the Du Pont organization. In this capacity, she circulated her talents into such foreign markets as South America, Iceland and Belgium, via trade and consumer publications. Next stop in her career found her as merchandising director of WFIL AM and TV. Then came her daily trick before the cameras, which she readily admits she loves.

In an effort to keep her 10-minute show full of variety, Deborah becomes Mrs. Fixit on Mondays, when she features do-it-yourself tips. Tuesday, Wednesday and Friday she presents cooking and shopping suggestions, plus subject matter of general interest to women. Thursday is special-guest day.

She firmly declares that anyone can “do it himself” if he so desires. It's just a matter of using common sense.

So next time Deborah Adams looks at you from your TV screen and says this is how to do it... believe her, madam, for she's speaking from experience, not just a script!



The Adams' Valley Forge homestead's a proving ground for Deborah's skills.

# TV **Movie** GUIDE

Use this department to plan your entire week's TV movie viewing.  
For fuller details of each movie, see the regular program listing.

## SATURDAY, JULY 2

- 12:30 P.M. 3 "UNDER THE OLIVE TREE"  
(Drama) Raf Vallone, Lucia Bose.  
2:00 P.M. 10 "EAGLE SQUADRON"  
(Drama) Robert Stack.  
3:00 P.M. 12 "NAPOLI MIA"  
(Musical) Vittorio DeSica.  
3:30 P.M. 3 "THE RED HOUSE"  
(Drama) Edward G. Robinson.  
4:15 P.M. 8 "MURDER IN SOHO"  
(Drama) Jack LaRue, Sandra Storme.  
4:30 P.M. 6 "EAST SIDE KIDS"  
"FLYING SERPENT"  
(Drama) George Zucco.  
7:30 P.M. 12 "HER FAVORITE PATIENT"  
(Drama) John Carroll, Ruth Hussey.  
10:30 P.M. 6 "NORMAN CONQUEST"  
(Drama) Tom Conway, Eva Bartok.  
11:15 P.M. 12 "THE STRANGE WOMAN"  
(Drama) Hedy Lamarr, George Sanders.  
11:20 P.M. 8 "STRANGE ADVENTURES OF MR. SMITH"  
(Drama) Gus McNaughton.  
11:30 P.M. 3 "A CHRISTMAS CAROL"  
(Drama) Alastair Sim.  
12:00 A.M. 10 "ESCAPE BY NIGHT"  
(Drama) Bonar Colleano, Simone Silva.

## SUNDAY, JULY 3

- 12:30 P.M. 6 "GHOST OF HIDDEN VALLEY"  
"NEATH BROOKLYN BRIDGE"  
"DOOMED TO DIE"  
(Drama) Boris Karloff, Marjorie Reynolds.  
1:00 P.M. 3 "THE GANGSTER"  
(Drama) Barry Sullivan, Joan Lorring.  
1:00 P.M. 10 "CASBAH"  
(Drama) Yvonne DeCarlo, Tony Martin.  
"THE LITTLE BIG SHOT"  
4:30 P.M. 12 "NAPOLI MIA"  
8:30 P.M. 12 "ODETTE"  
(Drama) Anna Neagle, Trevor Howard.  
11:15 P.M. 12 "HER FAVORITE PATIENT"  
(Drama) John Carroll, Ruth Hussey.  
11:30 P.M. 3 "BABY FACE MORGAN"  
(Drama) Mary Carlisle, Richard Cromwell.  
11:30 P.M. 10 "RADIO CAB MURDER"

## MONDAY, JULY 4

- 9:30 A.M. 6 "EAST SIDE KIDS"  
12:00 P.M. 3 "THE FLYING DEUCES"  
(Comedy) Stan Laurel, Oliver Hardy.  
12:30 P.M. 6 "MYSTERY OF THE 13th GUEST"  
(Drama) Helen Parrish, Dick Purcell.  
3:00 P.M. 12 "TOO MANY HUSBANDS"  
(Comedy) Jean Arthur, Fred MacMurray.  
6:30 P.M. 3 "THE SCARF"  
(Drama) John Ireland, Lloyd Gough.  
7:30 P.M. 12 "THE PAYOFF"  
(Mystery) Lee Tracy, Jack La Rue.  
9:30 P.M. 6 "AMERICAN EMPIRE"  
(Drama) Richard Dix.  
11:15 P.M. 6 "EAST SIDE KIDS"  
11:15 P.M. 8 "58 VIA DEL"

## TUESDAY, JULY 5

- 9:30 A.M. 6 "FOREIGN AGENT"  
1:00 P.M. 3 "D.O.A."  
(Drama) Edmond O'Brien, Pam Britton.  
6:30 P.M. 3 "THE SCARF"  
7:30 P.M. 12 "THOROUGHbred"  
(Drama) Frank Leighton.  
9:00 P.M. 12 "TOO MANY HUSBANDS"  
10:30 P.M. 6 "CAPTAIN BLACKJACK"  
(Drama) George Sanders.  
11:15 P.M. "SECOND CHORUS"  
(Musical) Fred Astaire.  
11:30 P.M. 10 "THE SHIPBUILDERS"

## WEDNESDAY, JULY 6

- 9:30 A.M. 6 "JACK OF DIAMONDS"  
12:30 P.M. 6 "MYSTERY LINER"  
(Mystery) Noah Beery.  
1:00 P.M. 3 "JOHNNY COME LATELY"  
(Drama) James Cagney, Grace George.  
3:00 P.M. 12 "SINS OF THE CHILDREN"  
(Drama) Eric Linden, Cecilia Parker.  
6:30 P.M. 3 "THERE'S A GIRL IN MY HEART"  
(Musical) Lee Bowman.  
7:30 P.M. 12 "THE DEVIL AND DANIEL WEBSTER"  
(Drama) Walter Huston.  
10:00 P.M. 12 "THINGS TO COME"  
(Drama) Raymond Massey.  
11:15 P.M. 12 "SMALL BACK ROOM"  
(Drama) David Farrar.  
11:30 P.M. 10 "THE LOST MOMENT"

## THURSDAY, JULY 7

- 9:30 A.M. 6 "DANNY BOY"  
12:30 P.M. 6 "BIG TIMBER"  
(Drama) Roddy McDowell, Jeff Donnell.  
1:00 P.M. 3 "JOURNEY INTO LIGHT"  
(Drama) Sterling Hayden, H.B. Warner.  
6:30 P.M. 3 "INCIDENT"  
(Mystery) Jane Frazee, Warren Douglas.  
7:30 P.M. 12 "SECOND CHORUS"  
(Musical) Fred Astaire, Paulette Goddard.  
10:00 P.M. 3 "I LOVE TROUBLE"  
(Mystery) Franchot Tone, Janet Blair.  
10:00 P.M. 12 "THINGS TO COME"  
10:30 P.M. 6 "STRANGE IMPERSONATION"  
(Drama) Brenda Marshall, William Gargan.  
11:15 P.M. 12 "THE DEVIL AND DANIEL WEBSTER"  
(Drama) Walter Huston.  
11:30 P.M. 10 "NO SMOKING"

## FRIDAY, JULY 8

- 9:30 P.M. 6 "BIG TIMBER"  
12:30 P.M. 6 "BOYS OF THE CITY"  
(Drama) Bobby Jordan, Leo Gorcey.  
1:00 P.M. 3 "THE SULLIVANS"  
(Drama) Anne Baxter, Thomas Mitchell.  
3:00 P.M. 12 "THE PAYOFF"  
7:30 P.M. 12 "SMALL BACK ROOM"  
10:00 P.M. 12 "SINS OF THE CHILDREN"  
11:15 P.M. 12 "SECOND CHORUS"  
11:30 P.M. 10 "SWORD'S EDGE"  
(Mystery) Milly Vitale, Peter Trent.

# Davy Crockett's Honor Guard



Winners of the Davy Crockett Honor Guard contest, co-sponsored by TV GUIDE and the Metropolitan Philadelphia Hudson dealers, pose happily with their hero, Davy Crockett (Fess Parker) and his sidekick, George Russel (Buddy Ebsen), at Independence Hall.

Winners were: Lee Morgan, Roslyn; Chip Martin, Ardmore; James Reading, Chalfont; William Stewart, Lynwood; Billy Ford, Havertown; John Borkland, Glen Olden; and Leon Thurie, Arnold Nardo, Thomas Jennings, John Newbold and William Brehant, all of Phila.



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- **RODEO FROM COWTOWN** (Starts July 12)
- **HARNES RACING**
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For Week Beginning July 2nd, 1955

## SATURDAY MORNING

### 8:00 10 MOVIE—Western

Zane Grey Theater: "Winning the West." A courageous woman takes over her brother's ranch when he is killed. Richard Arlen, Mary Brian, Regis Toomey.

### 8:10 8 Morning Melody

### 8:15 8 MOVIE—Western

Covered Wagon Theater: "Wild Brian Kent." A wastrel polo player is dropped by his team into the middle of the wheat and cattle country. Ralph Bellamy.

### 8:40 3 Thought for Today

Rabbi Leon S. Laing is the speaker.

### 8:45 3 Cartoon Comics

### 9:00 3 Scott & the Mechanical Man

### 10 Wild Bill Hickok—Western

"Stolen Church Funds." Two men, one a bank teller, the other a crook, plan to steal the proceeds of a charity bazaar. But neither knows of the other's plans. Guy Madison, Andy Devine, Bill George.

### 9:15 8 Barker Bill's Cartoons

### 9:30 8 Slapstick Theater

### 10 Our Gang Theater

### 9:55 6 Wanted Persons

### 10:00 3 Pinky Lee Show

### 6 The Christophers—Religion

"Your Opinion Counts." Loy W. Henderson, assistant Secretary of State, is the guest speaker. Mimi Benzell provides a musical interlude.

### 8 Film Feature—Education

"Hereford Heritage" is today's feature.

### 10 Barker Bill's Cartoons

### 10:15 10 Superman Cartoons

### 10:30 3 Winchell & Mahoney

There's a bang-up time at the club house

as the gang celebrates the Fourth of July. Paul is dressed as George Washington, Jerry leads the Pledge of Allegiance and the gang joins in "God Bless America." On the scholarly side, Knucklehead Smiff sings "How a Match Lights."

### 6 Sports Clinic—Quiz

Tom Moorehead is the host.

### 8 Film Feature—Docum.

"Born in the White House" is the feature.

### 10 My Hero—Robt. Cummings

"Beauty Queen." Lilly's vacation replacement causes a bit of a disturbance in the office. Robert Cummings. (Film)

### 11:00 3 Funny Boners—Quiz

### 6 Industry on Parade

### 8 10 Winky Dink and You

The kids draw a leopard. Then Jack paints a picture of himself with his Winky Dink paint set. Chapter five of "Dusty Dan and the Baseball Team."

### 11:30 3 Mr. Wizard—Science

"Bubbling Over." Betsy (Susan Levin) and Mr. Wizard (Don Herbert) discover the importance of bubbles in our life.

### 6 MOVIE—Western

Western Playhouse: "Galloping Romeo," with Bob Steele, is today's Western.

### 8 Big Picture—Army Film

"NATO—Partners in Peace." We learn of the rising self-confidence of America's partners in this unprecedented alliance of nations.

### 10 Capt. Midnight—Adventure

"Trapped Behind Bars." Capt. Midnight and his pal, Ikky, are planted in Forestville Prison to quell an expected riot. The recent series of riots is believed to have been instigated by foreign agents to promote unfavorable world publicity for the U.S. Richard Webb, Sid Melton. (Film)

## AFTERNOON

12:00 **3** Headlines on Parade**8** **10** The Big Top—Circus

By Philadelphia, ringmaster Jack Sterling presents:

Cyclists ..... Adams & partner  
Animal act ..... Glen Henry & Co.  
Aerialists ..... Mazurs  
Acrobatic tumbling

..... Alfredo Landon & Co.  
Trompeline act ..... Brick Bros. and Chimp  
Roly-poly act ..... Mario & Josephine

12:15 **3** Charm Headquarters

Shirley Forrest interviews a "chorm" graduate and narrates a fashion show.

12:30 **3** MOVIE—Drama

Hollywood Playhouse: "Under the Olive Tree." (Italian) A returning veteran who finds his sheep stolen, steals them back. Raf Vallone and Lucia Bose are the featured players.

**6** MOVIE—Double Feature

Guild Playhouse: (1) "Ghost of Hidden Valley." Taking over his father's ranch, a young Englishman runs into cattle rustlers. Buster Crabbe, Al St. John. (2) "Springtime in Texas." Jimmy Wakely stars in this Western.

1:00 **8** **10** Lone Ranger—Western

"White Man's Magic." An outlaw causes the death of Chief White Eagle. He tries to conceal his guilt by blaming the death on an innocent man. The Lone Ranger and Tonto try to set things right. (Film)

1:30 **8** To Be Announced**10** **6** Uncle Johnny Coons

Johnny, boasting of his strength, tries to join the circus as a strong man. He shows an old-time Our Gang comedy film, "Backstage." (Chicago)

2:00 **3** MOVIE—Western

"Below the Border" is introduced by host Rex Trailer, Western star.

**6** **8** Baseball—Phillies

The N.Y. Giants meet the Philadelphia Phillies at Connie Mack Stadium in Philadelphia. Gene Kelly and Byrum Saam report the play-by-play.

**10** MOVIE—Drama

"Eagle Squadron." An American joins a squadron of RAF fliers during World War 2. Robert Stock, Diana Barrymore.

3:00 **3** Happyland—Cartoons**10** Files of Jeffrey Jones

"Mr. Doom." Private eye Jeff Jones risks his life to smash an espionage ring. Don Haggerty, Gloria Henry and Tristram Coffin are featured.

**12** MOVIE—Musical

Italian Theater: "Napoli Mia." A store clerk becomes a famous songwriter. Emma Grammatica, Vittorio De Sica star. Charles Borrelli hosts.

3:30 **3** MOVIE—Drama

Saturday Matinee: "The Red House." (1947) The secret about her parents brings terror and violence to a girl. Edward G. Robinson, Judith Anderson.

**10** China Smith—Adventure

"The Devil in the Godown." The trail of a missing Singapore newsman leads through murder and a series of fires. Dan Duryea plays China Smith. (Film)

4:00 **8** Saturday Musicals**10** Craig Kennedy—Drama

"The Vanisher." Craig Kennedy poses as a murdered man to trap a killer in the auto theft racket. Donald Woods is starred as Kennedy. (Film)

4:15 **6** Horse Race—Aqueduct

"The Dwyer," for three-year-olds, mile and a quarter, \$50,000 added. Fred Capossela reports the race from Aqueduct Race Track, Long Island, N.Y.

**8** MOVIE—Drama

Saturday Afternoon Playhouse: "Murder in Soho." (English) A night club owner has two sidelines—smuggling and murder. Jack La Rue, Sandra Storme.

4:30 **6** MOVIE—Double Feature

Guild Playhouse: (1) "East Side Kids." A number of kids are unwittingly enlisted to deliver counterfeit money. Leon Ames, Dennis Moore. (2) "Flying Serpent." A mad archeologist discovers the lost treasure of Montezuma. George Zucco.

**10** Flash Gordon—Adventure

"The Witch of Neptune." The mad witch

uses electronic magic on Dr. Zharkov. Steve Holland, Joe Nash. (Film)

**12 This Is Delaware Park**

Bryan Field calls the race. Today's feature: "The Delaware Handicap."

**5:00 3 Nickelodeon—Old Movies**

**10 Wild Bill Hickok—Western**

"Joke on Sir Anthony." A diplomat teaches American bandits a few tricks he learned in Asia. Guy Madison, Andy Devine are the stars. (Film)

**12 MOVIE—Western**

Sagebrush Saga: "Desert Justice." Jack Perrin stars in this Western.

**5:30 3 Rex Trailer's Ranch House**

**8 Big Picture—Army Films**

**10 Gene Autry—Western**

"Hoodoo Canyon." Gene contends with a sabotage ring and a spoiled kid who refuses to grow up, as he struggles to help a pal out of trouble. (Film)

**EVENING**

**6:00 3 Fun House—Pete Boyle**

Uncle Pete presents the "Lil Rascals."

**8 I've Got a Secret—Quiz**

Faye Emerson's husband, bandleader-pianist Skitch Henderson, and Jayne Meadows' spouse, Steve Allen, have a few secrets from their wives that the panel will try to discover. Helping out Jayne and Faye are Henry Morgan and Bill Cullen. Garry Moore moderates.

**10 Soldiers of Fortune—Adven.**

"Gypsy Prince." Tim and Toubo grant the last wish of a dying kidnaper. John Russell, Chick Chandler. (Film)

**12 Film Feature—Western**

**6:30 3 Grady & Hurst Showroom**

The featured vocalist is Vince Carson.

**6 Sports—Tom Moorehead**

**8 Sports Desk—Dave Brandt**

**10 Big Town—Drama**

"The Big Road Block." The construction of the new Big Town thruway has been slowed up, and its foreman murdered. Steve Wilson tries to prove that this is part of a political scandal. (Film)

**Cast**

Steve Wilson ..... Mark Stevens  
 Charlie Anderson ..... Barry Kelley  
 Lorelei Kilbourne ..... Trudy Wroe  
 Wyoming Jones ..... Hal Baylor  
 Pete Romano ..... George E. Stone

**12 News—Hal Woodard**

**6:40 8 The Weatherman**

**6:45 6 Newsreel—Frank Hall**

**8 World News—Jim Cox**

**12 Time Out—Bill Pheiffer**

**6:55 6 Weather—Jean Sargent**

**8 Tomorrow's News**

**7:00 3 INSPECTOR MARK SABER**

"The Case of the Fatal Ruby." A well-mannered girl's involvement with a ring of gem thieves captures Mark Saber's attention. Tam Conway. (Film)

**6 MR. & MRS. NORTH—Drama**

"The Nobles." A decadent family tries to commit their mother to a mental institution. Pam, as a nurse's aid, is assigned to the woman. Barbara Brittan, Richard Denning are the stars. (Film)

**8 I LED THREE LIVES—Drama**

A Party assignment for FBI counterspy Herb Philbrick threatens to reap a financial harvest for the Red treasury.

**10 EDDIE CANTOR—Comedy**

"Call Me Irving." A comedy about the trials and tribulations of life in the theatrical world of today features Johnny Johnson. Eddie Cantor is host.

**12 THE CHRISTOPHERS**

"Your Opinion Counts." Loy W. Henderson is the speaker. Mimi Benzel sings.



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90 MINUTES OF MOVIE MAGIC!

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DEALER

DON'T MISS IT!

Saturday Evening

July 2

OVER THE  
NBC-TV Network

9 P.M. CH. 3 8

SATURDAY

7:30 3 8 HORACE HEIDT—Talent

The Show Wagon continues its Californian stoy. Heidt, his troupe and local to-  
lent entertain us. Heidt presents a pro-  
duction number featuring the dancers  
in "Artistry in Donce." Each one of the  
dancers will be introduced on TV for the  
first time. Reita Green is featured as  
vocalist. (Hollywood)

6 OZARK JUBILEE—Music

Steel guitarist Leon McAuliffe and his  
12-piece Western band join Red Foley  
and the gong in Springfield, Mo.

10 61 BEAT THE CLOCK

Bud Collyer emcees the stunts.

12 MOVIE—Drama

Evening Playhouse: "Her Favorite Pot-  
ient." When a test pilot crashes, he finds  
a beautiful young doctor. Ruth Hussey.

8:00 3 SOLDIERS—Comedy

Hal Morch and Tom D'Andrea, as two  
Army buddies, decide they're fed up  
with life in this man's Army. The only  
thing to do is go "right to the top" to  
obtain their freedom. (Hollywood)

8 THE LINE-UP—Drama

"The Market Robberies." Greb and  
Guthrie go after a gong that has been  
robbing a chain of markets. The thefts  
have been so well organized that there  
are no leads for the police to follow.  
(Film) This is the last show of the season.  
Next week a new film series will start.

10 GREATEST BANDS

Paul Whiteman, permanent emcee, in-  
troduces: the Tex Beneke band, Louis  
"Satchmo" Armstrong's combo, the group  
led by mombo king "Perez Prado" and  
Phil Spitalny and his All-girl Orchestro.

8:30 3 8 THE DUNNINGER SHOW

Master mentolist Dunninger has as his  
guests blonde Dagmar and Broadway  
columnist Leonord Lyons. He also per-  
forms his feats of telepathy upon mem-  
bers of the studio audience.

9:00 3 8 ALLEN IN HOLLYWOOD

From Hollywood, Steve Allen emcees a  
90-minute extravaganza spotlighting Uni-  
versal-International movies and their stars.

Guest screen stars: Jeff Chandler, Piper Laurie, Tony Curtis, Audie Murphy, Keith Andes, Pat Crowley, Mara Corday, Dani Crayne. Leigh Snowden and child actor Tim Hovey. Guest swing musicians: Benny Goodman, Gene Krupa and Teddy Wilson. Dancer Tommy Rall is another featured performer.

Steve Allen is in Hollywood to star in the title role of "The Benny Goodman Story." Steve's initiation into the ways of Hollywood forms the theme of tonight's show.

Jeff Chandler sings "Foxyfire." He wrote the words to it and sings it in the movie of that title.

Benny Goodman joins drummer Gene Krupa and pianist Teddy Wilson for a hot trio number, plus a sextet number with three more men.

Tony Curtis gives a behind-the-scenes demonstration of trials and tribulations of a stunt man in an adventure film. Tony regularly does his own stunts.

Credits: Producer, Jack Rayel. Director, Dick McDonagh. Writer, Don McGuire. Musical director, Buddy Bregman.

## 6 LAWRENCE WELK SHOW

**DEBUT** "The Champagne Music of Lawrence Welk" and his orchestra is spotlighted in 60 minutes of music and comedy. Featured are singers Alice Lon and Jim Roberts, guitarist Buddy Merrill, accordionist Myron Floren, violinist Bob Lido, bass player Buddy Hayes, saxophonist Jack Martin and Rock Rockwell on the trumpet.

### Highlights

"The 12th Street Rag" ....Welk and Floren  
 "Learnin' the Blues" .....Lido  
 "Dance with Me, Henry" ....Buddy Hayes  
 "Love Me or Leave Me" .....Alice Lon  
 "Alabama Bound" .....Jack Martin  
 "I Love Girls" .....Rocky Rockwell  
 (From Hollywood)

## 10 61 TWO FOR THE MONEY

Comedian Sam Levenson substitutes for the vacationing Hoosier Herb Shriner. Dr. Mason Gross serves as judge.

# Letters

## TO THE EDITOR

Correspondence for this department should be addressed to Regional Editor, TV GUIDE, 302 North 13th St., Phila. 7, Pa.

### Huzzahs For Two Shows

I want to cast my vote for two wonderful programs: first, *Ozark Jubilee* (now on Ch. 6, Saturday, 7:30-9 P.M.) and second, *The Jack Benny Show*.—*Boris Kudravetz, Chester.*

### Time!

Please, couldn't one local station give the televiewers the correct time. In other cities—Kansas City, Mo., for example—the correct time is shown almost every 15 minutes. In most commercials a large clock is usually included.—*Charles Bandhauer, Collingswood, N.J.*

### Theme For Star

Could you please tell me the theme used on *Star Tonight*, seen on Ch. 6, Thursday, 9 P.M.?—*Mrs. Jeanne Hawthorne, Lansdale. [“Indiscretion.”—Ed.]*

### Unhappy With New Traveler

After watching the new TV version of *Welcome Travelers* there is only one word I have to describe it—miserable! It used to be a pleasure to have Tommy Bartlett and Bob Cunningham come into my home five days a week. Now the show is just another boring program.—*Mrs. Helen Wescoe, Allentown.*

### Young 'Un

Could you please tell me the age of Lee Aaker of the *Rin Tin Tin* show and where he lives?—*Mrs. Robert Barr, Souderton. [Lee is 11 and lives in Inglewood, Cal.—Ed.]*

### No Clooney, No Viewee

I wish to add my complaint about the disappearance of Betty Clooney from *The Morning Show*. I've switched to Dave Garraway and *Today*.—*Nina Leftwich, Kennett Square.*

(Continued on page A-24)

## 12 INSPECTOR MARK SABER

"The Case of the Mouse." Mark Saber clears a timid bookkeeper of a murder charge. Tom Conway, James Burke.

## 6 RAINBOW THEATER

### 10 DOWN YOU GO—Quiz

Dr. Bergen Evans is moderator.

## 12 WRESTLING—Sport

## 10:00 6 WRESTLING WORKOUT

### 10 PROFESSIONAL FATHER

Twig and Kit take on new roles as match-makers. They are sure Nono and Mr. Boggs, the handyman, would make the perfect couple. Tom Wilson: Steve Dunne. Helen Wilson: Borboro Billingsley. Twig: Ted Marc. Kit: Beverly Washburn. Nono: Ann O'Neol. Mr. Boggs: Arthur Q. Bryan. *This is the last show of the season. Next week of this time "TV's Top Tunes" stars Julius La Rosa in a half-hour survey of the nation's top song hits.*

## 10:30 3 8 YOUR PLAY TIME

"The Loner." A small boy is so neglected by his parents that he invents a world of fantasy in which he can find happiness.

### Cast

Danny ..... Peter Votriou  
Mother ..... Ann Lee  
Father ..... Hoyden Rorke

## 6 MOVIE—Drama

Ford Film Playhouse: "Norman Conquest."  
Tom Conway and Evo Bortok stars.

## 10 MAN BEHIND THE BADGE

"Case of the Second Chance." An officer leads two lives, both for the same end. Charles Bickford stars.

## 11:00 3 LIBERACE—Music

### 8 Eleventh Hour News

### 10 News—John Facenda

### 12 Headline Roundup

## 11:10 8 Regional News

### 10 Let's Go Fishing

### 12 Sports Ahead—Bill Pfeiffer

## 11:15 8 Today in Sports

### 10 Call the Play—Mel Allen

### 12 MOVIE—Drama

Evening Playhouse: "The Strange Woman." A beautiful and domineering girl weds a respected, middle-aged businessman. Hedy Lamorr, George Sonders, Louis Hayward.

## 11:20 8 MOVIE—Comedy

Saturday Night Playhouse: "Strange Adventures of Mr. Smith." (English) A respectable man leads a double life. Gus McNaughton, Normo Vorden.

## 11:30 3 MOVIE—Drama

Saturday Night Playhouse: "A Christmas Carol." (English; 1951) The transformation of Scrooge, the meanest miser in London, is dramatized. Alastair Sim.

### 10 Inner Sanctum—Drama

"The Yellow Parakeet." A faithful employee involves himself in larceny to help two young friends. Ernest Truex.

## 12:00 6 Newsreel—Frank Hall

### 10 MOVIE—Drama

Late Show: "Escape by Night." (English; 1953) A reporter, fired for missing the conviction of a vice ring, decides to get the inside story on the men behind the ring. Bonar Colleano, Simone Silvo.

## 12:10 6 Weather—Jean Sargent

## 12:15 6 Racket Squad—Drama

"Take a Little, Leave a Little." Capt. Broddock puts an end to an oil swindle. Reed Hadley is the star. (Film)

## 12:30 3 Thought for Tomorrow

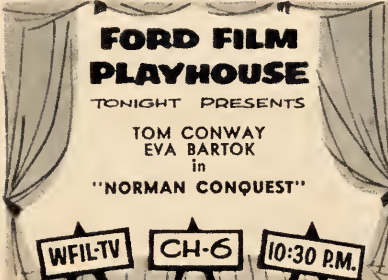
Rev. John Mitchell offers a message for late-at-night viewers.

### 8 Wrestling from Holly'ed

Al and John Smith meet Rito Romero and Carlos Tuzmon.

## 12:45 6 Wanted Persons

Descriptions of criminals-at-large are flashed on the screen.



**FORD FILM  
PLAYHOUSE**

TONIGHT PRESENTS

TOM CONWAY  
EVA BARTOK  
in  
"NORMAN CONQUEST"

WFIL-TV

CH-6

10:30 P.M.

## MORNING

**9:30 6** **Adventures in Israel**

**9:45 10** **Lamp unto My Feet-Relig.**

"No Place far a Saint," by Palmer Thompson. Set in an adobe hut in the Southwest. A Mexican father berates his teen-age son for extending hospitality and giving money to a passing stranger. The speaker is Father Raymond Leonard of St. Joseph's College for Women, Brooklyn, N.Y. Lyman Bryson is host.

**9:55 3** **Thought for Today**

Rev. J. Edward Poul speaks this morning.

**10:00 3** **Frontiers of Faith**

The panel discusses "Why Church Union?" The moderator: Dr. Eugene Corson Blake. The panelists: Dr. Douglas Horton, dean of Harvard Divinity School; Dr. James Wogner, of the Evangelical and Reform Church of America; and Dr. Hermann N. Morse, executive secretary of the Board of Missions of the Presbyterian Church.

**6** **What's Your Trouble?**

**10:05 8** **Sunday Serenade—Music**

**10:15 6** **Sunday Comics—Children**

**8** **Sunday Meditation**

**10** **MOVIE—Western**

John Wayne Theater: "Three Texas Steers." A woman circus owner inherits a ranch more valuable than she knows or imagines. John Wayne, Corole Londis.

**10:30 3** **This Is the Life—Religion**

"Marriage Is for Keeps." A man discovers that "love is blind" when he loses his girl to a dashing man. (Film)

**6** **Faith for Today—Religion**

Mrs. Lee, of Chino, asks Pastor Fagol about the Christian belief in Christ. The mole quartet sings. (Film)

**11:00 3** **Bertie the Bunyip—Fantasy**

**6** **Ramar—Jungle Adventure**

"White Man's Magic." The mystery of the theft of the priceless radium stolen from Capetown Hospital comes to light. Jon Holl stars.

**11:15 10** **Barker Bill's Cartoons**

**11:30 6** **Hopalong Cassidy**

*Hopalong Cassidy:* "Stick to your Guns." William Boyd stars as Hoppy.

**8** **Wild Bill Hickok**

"Ol' Pardner Rides Again." The owner of a country store blames the town loafer's aged horse because it was not fast enough to capture a gang of pilferers who ransacked his store. Wild Bill and Jingles try to stop his one-man crusade against the poor horse. Guy Madison.

**10** **Children's Hour—Variety**

"Fourth of July Celebration." This year we celebrate on the beach at Atlantic City, New Jersey.

## AFTERNOON

**12:00 3** **Stranger than Fiction**

**8** **Winky Dink and You**

The kids draw a forget-me-not. Then Mr. Bungle tries to put a model boat into a bottle. Chapter four in Mike McBeon's adventures with King Arthur.

**12:15 3** **Headlines on Parade**

**12:30 3** **Inspector Mark Saber**

**6** **MOVIE—Triple Feature**

*Guild Playhouse:* (1) "Ghost of Hidden Valley." A young Englishman runs into rustlers when he takes over his father's ranch. Buster Crobbe, Al St. John. (2) "Neoth Brooklyn Bridge." The East Side Kids are afraid they have killed a man. Leo Gorcey, Huntz Holl. (3) "Doomed to Die." A smuggling racket is involved with the murder of a shipping magnate. Boris Korloff, Marjorie Reynolds.

**8** **10** **Contest Carnival**

Gene Crone presents a new group of youthful competitors. Randy Colhoun, choir balancer of East Liverpool, O. Sue Lloyd, acrobat of Reading, Pa. The Camets, tumblers of Harrisburg, Pa., A roly-poly act.

**1:00 3** **MOVIE—Drama**

Academy Theater: "The Gongster." (1947) A hoodlum climbs the crime ladder of "success" and becomes a prominent racketeer. Barry Sullivan, Joon Lorrington.

### 8 This Is the Life—Religion

"A Divorce That Never Happened." A young couple ore kept from going through with plans for divorce.

### 10 MOVIE—Double Feature

Commond Performance: (1) "Casbah." (1948) To ovoid capture by the police, o jewel thief hides in the Casbah section of Algiers. Yvonne De Corlo, Tony Martin. (2) "The Little Big Shot."

### 1:30 6 Baseball—Phillies

The N.Y. Gionts meet the Philadelphia Phillies ot Connie Mock Stodium in Philo-delphia. Gene Kelly ond Byrum Soom report the play-by-play.

### 8 Film Feature—Docum.

"Born in the White House" will be shown.

### 2:00 8 Film Feature—Documentary

"Wings to France" is featured today.

### 2:30 3 Youth Wants to Know

#### 8 Beat the Clock—Games

Bud Collyer emcees the stunts.

### 3:00 3 Day of Deliverance

**SPECIAL** A repeat of the Freedom Foundation's oward-winning show from Independence Holl.

#### 8 Child Evangelism

#### 12 Council of Churches

### 3:30 3 American Forum

"Is American Freedom in Danger?" These senotors debote about the answer: John M. Butler (R., Md.), Clifford P. Case (R., N.J.), Hubert H. Humphrey (D., Minn.) and Karl E. Mundt (R., S.D.). Stephen McCormick moderotes.

### 8 The Millionaire

"The Story of Amy Moore." Widowed Amy Moore tries to roise her asthmatic son on her lowly clerk's wages. A visit from Michael Anthony could erose all her troubles—or so Amy thought until she met Tom Williams. (Film)

#### Cast

Michael Anthony .....Marvin Miller  
Amy Moore .....Toni Gerry  
Tom Williams .....John Archer  
Joe .....Ray Galli

### 12 This Is the Life—Religion

### 4:00 3 Roy Rogers—Western

#### 6 Famous Playhouse—Drama

"No Escape." A prison doctor oids o young girl's escape. Roymond Burr stars.

#### 8 You Are There—History

We are guests of "The Boston Tea Party," Dec. 16, 1773. There's tea, tea every-where but not a drop to drink as the ongrly Bostonions dump the loads into the harbor to protest the British toxes. Wolter Cronkite ond his news stoff interview participants and bystanders, at historic sites around Boston. (Film)

#### Cast

Samuel Adoms .....Herbert Rudley  
John Hancock .....Russ Conway  
Francis Rotch .....Michael Emmet  
Gov. Hutchinson .....Noel Droyton  
Choirmon Sovage .....Denver Pyle

#### 10 61 You Are There—History

"The Signing of the Decloration of Independence" on July 4, 1776. Walter Cron-kite ond his stoff report on the tense hours preceding the signing of the fomed document. The mony differences of opin-ion among the prospective signers seem to be irreconcilable. (Film)

#### Cast

Thomos Jefferson .....Shepperd Strudwick  
Benjamin Franklin .....Addison Richards  
John Adoms .....Philip Coolidge  
Somuel Adoms .....Rusty Lone  
Edward Rutledge .....Philip Abbott  
John Honcock .....Francis Bethencourt  
John Dickenson .....Vinton Hayworth

### 12 The Christophers—Religion



Loved ones out  
of town are  
nearer today ---by  
Long Distance

Rates are lower all day today  
and every Sunday.

PHILADELPHIA TO HARTFORD... 55¢

Station-to-Station rate for first 3 minutes. Add 10% tax.



**4:30 ③ ⑧ ③③ Zoo Parade-Nature**

Marlin Perkins shows films of a snake hunt taken in Texas and the Everglades in Florida. Live snakes from the Lincoln Park Zoo will also be shown. (Chicago)

**⑥ Rainbow Theater**

Riders of the Purple Sage are featured.

**⑩ The Lucy Show-Comedy**

"Drafted." Lucy and Ethel are convinced that their hubbies are about to be drafted, and they start knitting things to give the boys as going-away presents. But to the boys, these little things mean a lot—of ground for speculation. Lucille Ball, Desi Arnaz, Vivian Vance and William Frawley. (Film) Desi Arnaz selects the most promising TV starlets on the West Coast in next week's TV GUIDE.

**⑫ MOVIE-Musical**

Sunday Cinema: "Napoli Mia." (Italian) A store clerk becomes a famous songwriter. Vittorio DeSica, Emma Grammatica.

**5.00 ③ ⑧ Recital Hall-Music**

**RETURN** First of a brief series of concert programs by noted musicians. Today's artists are duo-pianists Gald & Fizdale. Program

Sonata in D .....Mozart  
Saramouche .....Darius Milhaud

**⑥ Super Circus-Variety**

Ringmaster Claude Kirchner is aided by Mary Hartline, Cliffy, Nicky and Scampy. (Fram Chicago)

Part 1

Trapeze .....Betty Tilton  
Clown Sketch ...."A Picture for Scampy"  
Trampoline .....Chase & Park

Part 2

Balancers .....The Ericsons  
Super chimp .....Jinx

**⑩ Annie Oakley-Western**

"Annie and the Mystery Woman." A pretty dance hall queen is the key witness at a murder trial. Gail Davis stars.

**5:30 ③ ⑧ Capt. Gallant-Adven.**

"Introduction." Capt. Gallant learns that a gang of bandits plans to murder the French general who has come to sign a treaty with the border tribes. Capt. Gallant: Buster Crabbe. Cuffy: Cuffy Crabbe.

**⑩ Let's Take a Trip**

Sonny takes Pud and Ginger on a trip to Independence Hall in Philadelphia, where they see the Liberty Bell and other historical objects.

**EVENING**

**6:00 ③ Meet Corliss Archer**

**⑥ Ramar-Adventure**

"The Lost Safari." Ramar challenges the "Pack Rats." Jon Hall. (Film)

**⑧ Sanctuary Time-Religion**

**⑩ Follow That Man-Drama**

"Will o' the Wisp." A Spanish-American War veteran disappears from a home for the aged. Ralph Bellamy.

**⑫ Faith for Today**

**6:30 ③ Let's Go-Travelog**

Armchair tourists visit Geneva tonight.

**⑥ Science Fiction Theater**

"Hour of Nightmare." Two phatographers see strange lights and a creature from another planet in Mexico. Bill Bishop, Lynn Bari, Charles Evans.

**⑧ Cavalcade of America**

"Pirate's Choice" is today's story.

**⑩ Waterfront-Drama**

"Sea Bells." The skipper saves his wife's girlhood friend. Preston Foster.

**⑫ Oral Roberts-Religion**

**6:40 ③ News and Scores**

**6:45 ③ Pulse of the City**

"Escape to Nowhere." Two Army buddies are forced to fight each other. (Film)

Tonight at 7

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where inventors, for the first time, have the opportunity of demonstrating their inventions to the public.

**DONN BENNETT-M.C.**

## 7:00 **3** **8** PEOPLE ARE FUNNY

Art Linkletter proves people are funny when he tries to find out if toads cause warts. He also gives one of the contestants a chance to follow his wife around while she shops in a department store. A new father will be the scapegoat in a stunt to match up three newly born infants and their mothers. Art Linkletter.

### **6** YOU ASKED FOR IT

(1) Actor Jim Backus, the voice of "Mr. Magoo," and director Pete Burness, present sequences from old and new Magoo cartoons. (2) A demonstration of the effectiveness of Air Force survival training. (3) Daredevil auto driver Harry Woolman performs one of the longest and highest leaps ever attempted. (4) Teen-age trampoliner act. (5) Champion walker. (Film)

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## **10** THE BIG IDEA—Inventions

1. This coupling is na-drip. 2. Keep your lawn in line. 3. Piggy-back far your baby. 4. Can cover prevents skin on paint.

## **12** MUSIC & DRAMA LEAGUE

### 7:30 **3** **8** DO IT YOURSELF

Co-hosts Cliff Arquette and Dave Willack offer another session of do-it-yourself hints. While Willock works, Arquette urges him on with his folksy humor. Tonight's project: preparations for a picnic. There'll be a lesson in coverings for card tables and for picnic grounds. (Hollywood)

## **6** SPORTS THRILLS

Stan Lomax and Marty Glickman are the commentators. (Film)

Pra Basketball: Eastern All-Star Game  
 Hockey: New York Rangers vs. Boston Bruins

Skating: Hollywood Ice Review

Boxing: Bobby Bell vs. Filberta Osaria  
 Interservice Basketball: Fort Belvoir vs. Aberdeen Proving Grounds

Boxing: Harold Johnson vs. Jimmy Slade

## **10** **61** PRIVATE SECRETARY

Susie expects a gift to commemorate her 10 years as Peter Sands' secretary. She's in for quite a surprise. Susie: Ann Sothern. Peter Sands: Don Porter. Vi Praskins: Ann Tyrrell. Sylvia: Joan Banks. (Film)

### 8:00 **3** **8** VARIETY HOUR

It's Guy Lombardo time. The show has dual origination points: at Lombardo's Freepart, Lang Island, N.Y., restaurant, and at Jones Beach, N.Y., where Lombardo's production of "Arabian Nights" appears nightly. At the restaurant, members of the orchestra perform for us. Also in the floor show: The Fontane Sisters; The Trio; and the Lombardo duo pianists. At Jones Beach we see the "Nights" sequence which highlights the giant whale and a water ballet. Also on the agenda is a film clip from "We're No Angels," the adaptation of the stage hit, "My Three Angels," starring Humphrey Bogart, Peter Ustinov and Aldo Ray.

## **6** **33** IN OUR TIME

**10 61 TOAST OF THE TOWN**

The show originates on board the USS *Antietom*, an aircraft carrier moored in the Hudson River. Ed Sullivan's entertainers include: Gaudsmith Brothers dog act; The Morcellos, comedy acrobats; The Peiro Brothers, jugglers. Two vocal groups, The Moriners and The Chordettes; and the Naval Aviation Cadet Choir, from the Naval Air Training Command, Pensacola. The Step Brothers go through one of their fast tap routines and Priscilla Wright sings "Man in a Raincoat."

**8:30 6 NEIL HARVEY**

**12 MOVIE—Drama**

Evening Playhouse: "Odette." (English; 1951) A beautiful English spy is the cause of the "biggest woman-hunt in history." Anno Neagle, Trevor Howard.

**9:00 3 8 TV PLAYHOUSE—Drama**

"Tangled Web," by Audrey and William Roos. A resident of a city girls club tells her roommates tall tales about her "romance" with her boss, a debonair Broadway producer. The producer helps make her story believable—too believable—and the imaginative miss is in serious trouble.

**Cast**

Roy Keller ..... Tom Poston  
 Jenny Miller ..... Phyllis Love  
 Tony Decker ..... John Conte  
 Nick Croftree ..... Joe Montell  
 Cromer ..... Addison Powell  
 Feeney ..... Cliff Jones

**6 CHANCE OF A LIFETIME**

Dennis James emceeds this talent contest in which performers vie for an opportunity to break into the ranks of professional entertainment.

**10 61 G.E. THEATER—Drama**

Alan Ladd stars in "Committed." An adventurous writer places on hold in the local newspaper announcing that he is for hire. Although police lieutenant Kling warns him that he is being foolhardy, the writer takes on the job offered him in answer to his ad. (Film)

**Cast**

Don Holiday ..... Alon Ladd

Lt. Kling ..... Frank Ferguson  
 Dr. Cordell ..... John Howard  
 Girl ..... Virginio Gibson  
 Clorice ..... Tina Corver  
 Paul Wells ..... Whit Bissell

**9:30 6 LIFE BEGINS AT 80—Panel**

**10 61 STAGE 7—Drama**

Dennis Morgan stars in "Press Conference." An incident from a lawyer's past jeopardizes his chances of being approved to fill on unexpired term in the Senate. (Film)

**Cast**

Elliot Fairchild ..... Dennis Morgan  
 Boxley ..... Gordon Mills  
 Jim Stephens ..... Malcolm Atterbury  
 Som Stacey ..... Alan Dexter  
 Phil Burke ..... Russ Conway

**10:00 3 CAMEO THEATER—Drama**

**RETURN** The first presentation by *Cameo Theater* is a little-known one-act play by George Bernard Shaw, called "The Inco of Perusalem," starring Sir Cedric Hardwicke and his wife, Mory Scott. The lovely widow of a millionaire has lost all her money through extravagance. Her father, a deacon, advises her to become the lady's maid to a visit-

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ing princess. She does, and meets the emissary of the princess' suitor, "The Inco of Perusalem." In true Show tradition, the play suggests a contrast between the ideals of democracy and autocracy. Set in England. (Hollywood)

### 6 33 57 **BREAK THE BANK**

The bank is \$3000. Bert Parks emcees.

### 8 **TOAST OF THE TOWN**

Toast toasts Ed Sullivan on the seventh anniversary of his show. The golo guest list is headed by Bob Hope, who appeared first with Ed woy bock in 1948. Hope is here with the children who play "The Seven Little Foy's" to enact a scene or two from the film. Other guests: singer Pearl Bailey; impressionist Will Jordon, fomed for his impersonation of Sullivan; the Port Chester, N.Y., high school chorus. Also here to celebrate with Ed are old-timers Smith & Dale, who perform their famed Dr. Kronkheit sketch, ond song-ond-donce man Joe Howard, writer of such tunes os "I Wonder Who's Kissing Her Now."

### 10 61 **APPOINTMENT WITH ADVENTURE—Drama**

"Caribbean Cruise," by Jerome Ross. Spurning her father's odvce, a wealthy bonker's daughter goes on a Caribbean cruise. Aboard ship she becomes involved in the search for a notorious cord shark in disguise.

### 12 **YOUTH ON THE MARCH**

### 10:30 3 **BOB CUMMINGS—Comedy**

"Hiring a Receptionist." Bob's studio assistant keeps away all the glamorous applicants for the job of receptionist. But somehow a luscious blonde monoges to see him. What does it motter that she neither types nor tokes shorthond? (Film)

#### Cast

Bob Collins .....	Bob Cummings
Margaret MacDonald ..	Rosemary DeCamp
Schultzie .....	Ann Davis
Mrs. Anderson .....	Isabel Randolph
Doris Monroe .....	Leigh Snowden
Pomelo Livingston .....	Nancy Culp
Ruby Hunt .....	Marjorie Stapp

### 6 **RACKET SQUAD—Drama**

### 10 **WHAT'S MY LINE?—Quiz**

Arlene Francis rejoins the panel regulars: Fred Allen, Bennett Cerf and Dorothy Kilgollen. John Doly moderates.

### 12 **FACTS FORUM—Docum.**

### 11:00 3 **Meet the Press—News**

Ned Brooks is moderator.

### 6 **Headlines & Highlights**

### 8 **Sunday News Special**

### 10 **News, Sports—Whitaker**

### 12 **Headline Roundup**

### 11:15 6 **Stories Retold—Bible Tales**

"God and American History," o patriotic interpretation emphasizing the importance of faith in God as a mark of our country's heritage.

### 8 **Loretta Young—Drama**

"Something About Courage." A young dancer meets ond falls in love with an architect on the eve of his departure for wor service. Fate and foith combine to rejoin them. The dancer: Loretta Young. The architect: Gene Barry. (Film)

### 10 **Man About Town**

### 12 **MOVIE—Drama**

Evening Ployhouse: "Her Favorite Patient." When a test pilot crashes, he is treated by a beautiful doctor. John Carroll, Ruth Hussey.

### 11:30 3 **MOVIE—Drama**

Detective Time: "Boby Face Morgan." A boy from the country unwittingly becomes the head of a gong of hoodlums. Mory Corlisle, Richard Cromwell.

### 6 **Ramar—Jungle Adventure**

"Drums of Doom." An ex-convict and his criminally minded woman partner plot to steal precious ivory with the oid of power-greedy doctors. Jon Holl.

### 10 **MOVIE—Mystery**

Mystery Theater: "Radio Cob Murder." (English) Jimmy Hanley, Lano Morris ore featured.

### 11:45 8 **Today in Sports**

### 11:50 8 **Regional News—Whalen**

### 12:40 3 **Thought for Tomorrow**

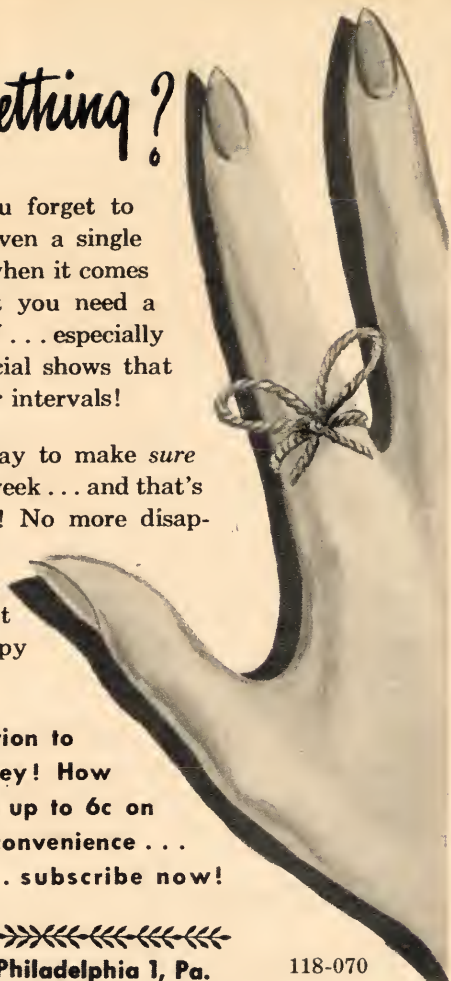
Rev. John F. Noone is the speaker.

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## MORNING

- 6:45** **3** **Thought for Today**  
Rev. John G. McFadden speaks.
- 6:50** **3** **Market Reports, Weather**
- 7:00** **3** **Today—Garroway**  
A remote from Detroit's Greenfield Village commemorates the birthday of Stephen Foster. In the New York studio, U.S. Marines show uniforms as they have changed through the years.
- 10** **61** **Morning Show—Faulk**
- 8:30** **6** **Romper Room**  
Miss Claire teaches kindergarten.
- 8:55** **3** **Today with Mr. Rivets**
- 8** **Regional News**
- 10** **Mister & Missus—Features**  
Gene and Joan Crane offer a variety of entertainment, aided by Swami Balmi.
- 9:00** **3** **Let Scott Do It—Variety**  
Alan Scott is the host and is assisted by the Mechanical Man and Miss Terry.
- 8** **Armed Services Cavalcade**  
A United States Army film is featured.
- 9:30** **6** **MOVIE—Drama**  
*Morning Theater: "East Side Kids."* A gang of kids unwittingly deliver counterfeit money. Leon Ames, Dennis Moore are featured.
- 8** **Hymns of Faith—Music**
- 9:45** **8** **Spotlight on the Stars**
- 10:00** **3** **8** **Ding Dong School**  
Starting today, Miss Frances visits the youngsters for 15 minutes longer each day—45 minutes in all.
- 10** **Garry Moore—Variety**  
Story of Yasha Dewlap  
.....Garry, Gypsy Chorus  
Wild animal ..Brought by Ivan Sanderson  
"I Feel a Song Coming On" ..Ken Carson  
"Ten Cents a Dance" ..Denise Lor
- 10:30** **10** **Arthur Godfrey Time**
- 10:45** **3** **Sheilah Graham**  
Sheilah's guest-of-the-week is actor Edward G. Robinson. News and gossip of Hollywood.
- 8** **Reel Fun—Cartoons**
- 11:00** **3** **Home—Women's News**  
Cartoon .....Whitney Darrow, Jr.

Sewing for teen-agers.....Lucille Rivers  
Fort Ticonderoga..Howard Whitman (Film)

## 6 MOVIE—Western

*Favorite Films: "Law of the Valley."*

Johnny Mack Brown is featured.

## 8 The Brighter Day—Serial

**11:15** **8** **Valiant Lady—Serial**

**11:30** **8** **10** **61** **Strike It Rich—Quiz**

Helping hand: actor Audie Murphy, the most decorated soldier of World War 2.

## AFTERNOON

**12:00** **3** **Tennessee Ford**

## 6 Lunchtime Theater

Chief Halftown introduces cartoons.

## 8 TV Farmer—Crop Data

## 10 61 Valiant Lady—Serial

Helen and Miss Holly, the therapist, await Bill's decision. Flora Campbell.

**12:15** **8** **10** **61** **Love of Life—Serial**

**12:30** **3** **MOVIE—Comedy**

*Hollywood Playhouse: "The Flying Deuces."*

Oliver Hardy has his heart broken by a Parisian waitress and induces Stan to join the Foreign Legion. Laurel & Hardy.

## 6 MOVIE—Drama

*This Is Hollywood: "Mystery of the 13th Guest."* Many years after a man dies, 13 members of his family assemble in a musty house to hear his will read. Helen Parrish, Dick Purcell.

## 8 News—Nelson Sears

## 10 Search for Tomorrow

**12:40** **8** **Regional News—Whalen**

**12:45** **8** **10** **The Guiding Light**

**1:00** **8** **10** **57** **Jack Paar Show**

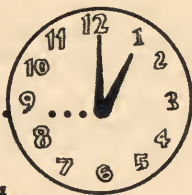
## DEBUT

Jack Paar emcees a 30-minute variety show featuring singers Edith Adams and Jack Haskell, and Cuban pianist Jose Melis. Jack's guest today is Sandra Wirth, Miss Florida, who is a champion baton-twirler. Another guest is comedian Louis Nye.

## Program

"Davy Crockett" routine .....Paar  
"It's Love" .....Adams  
"Moulin Rouge" .....Melis  
"Something's Gotta Give" .....Haskell  
Is This Your Life .....Parr and Nye

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JEAN PARKER stars with LAUREL AND HARDY in the laugh provoking adventure of the foreign legion . . . "The Flying Deuces."



## ■ TUESDAY, JULY 5

EDMOND O'BRIEN & PAMELA BRITTON co-star in a mysterious adventure tracking the peddlers of a 'killer-drug' in "Dead On Arrival".



## ■ WEDNESDAY, JULY 6

JIMMY CAGNEY & MARJORIE MAIN star as reporter and newspaper owner in the story of a fight between politics and the press . . . "Johnny Come Lately."



## ■ THURSDAY, JULY 7

THOMAS MITCHELL, VIVECA LINDFORS & STERLING HAYDEN are featured in a romantic adventure . . . "Journey Into Light."



## ■ FRIDAY, JULY 8

ANNE BAXTER, THOMAS MITCHELL and an all star cast appear in the story of 5 famous brothers fighting side by side at Guadalcanal . . . "The Sullivans."

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**1:15 (8) Road of Life—Serial**

Don McLaughlin stars as Dr. Jim Brent.

**1:30 (3) Baseball—Phillies**

The Phillies vs. the Brooklyn Dodgers at Connie Mack Stadium. Only the first game of this double-header will be televised.

**(8) (10) Welcome Travelers**

**1:50 (6) Features for Women**

For the low-down on Deborah Adams' do-it-yourself abilities, see p. A-2.

**2:00 (6) Robert Q. Lewis**

The gang salutes George M. Cohon.

"It's a Grand Old Flog" .....Cost

"Mary" .....Robert Q.

"45 Minutes from Broadway" .....

Betty Clooney

"Horrigon" .....Roy Bloch

"Yonkee Doodle Dandy" .....Don Liberto

"Give My Regards to Broadway" .....Cost

**(8) Film Feature—Documentary**

"Growth of the U.S. Marine Band" is today's film.

**(10) Cinderella Week-end-Quiz**

Bill Hart quizzes four ladies from the audience who vie for the grand prize.

**2:30 (6) Musical Honeymoon**

**DEBUT** Lorry Ferrari, organist, Johnny Thompson and Nancy Lewis, vocalists, and Morie Corlile, piano accompanist, will provide the music for this new show.

**(8) Search for Tomorrow**

**(10) (61) House Party—Fun**

Art is host to Coroline Leonetti, expert on fashions and beauty.

**(12) Music Box—Songs**

**2:45 (8) Today with Kay—Features**

Kay Cuskey interviews a personality.

**3:00 (6) Bandstand—Bob Horn**

Bob Horn spins discs for teen-agers who dance in the studio.

**(8) (10) (61) The Big Payoff—Quiz**

Bess Myerson and Randy Merrimon.

**(12) MOVIE—Comedy**

Matinee Theater: "Too Many Husbands." Complications arise when a woman remarries only to have her first husband, reportedly drowned, turn up in fine shape. Jean Arthur, Fred MacMurray are the featured stars.

**3:30 (3) (8) It Pays to Be Married**

**DEBUT** Bill Goodwin presents three now happily married couples, who relate how they overcome their marital difficulties. Each couple is given its choice of a \$25, \$50 or \$100 question, and may be eligible for other prizes. (Hollywood)

**(10) Bob Crosby—Music**

**4:00 (3) (8) Way of the World**

Hostess Linda Porter introduces a two-week drama adopted from a magazine story by Agnes Eckhardt. It co-stars Gena Rowlands and Mary Roberts. Paulo returns to her girlhood home.

**(10) The Brighter Day—Serial**

At the wedding reception, Lydia is inwardly disturbed. Muriol Williams.

**(12) Kitchen Classics**

Corrielle Lee Lounsbury is the hostess.

**4:15 (3) First Love—Serial**

Peggy misses a clue.

**(8) (10) (61) Secret Storm—Serial**

**4:30 (3) World of Mr. Sweeney**

"The Magic Formula." Cicero helps get the Fourth of July baseball season off to a fine start. Charles Ruggles. (Film)

**(8) (10) On Your Account**

**(12) This Is Delaware Park**

Feature race: "The Sussex Handicap." Bryan Field reports the action.

**4:45 (3) Modern Romances**

"Pride of the Eagles," by Jesse Sandler. Sheila fears her son is a delinquent.

**5:00 (3) (33) Pinky Lee Show**

**(6) Hopalong Cassidy Show**

(1) Young Eagles: Part 2. (2) Hopalong Cassidy: "Showdown." Hoppy tangles with city crooks. William Boyd.

**(8) Slapstick Theater**

**(10) Cisco Kid—Western**

The Cisco Kid settles an old family feud by preventing a murder. Duncan Renaldo.

**(12) Dance Time—Tom Roberts**

**5:15 (8) House Party—Fun**

**5:30 (3) (8) (33) Howdy Doody**

Clorabell finds a letter from the Department of Pioneers in his letter-getter.

**(10) Willie and Carny**

Willie and Carny show cartoons.



**EVENING**

- 6:00** **3** **Fun House—Pete Boyle**  
Uncle Pete presents the "Lil Rascals."  
**8** **Superman—Adventure**  
"The Riddle of the Chinese Jade." A curious figurine is mysteriously stolen from Lu Sung's shop. George Reeves, Phyllis Coates, Victor Sen Yung. (Film)
- 10** **The Adventurer—Action**  
**12** **Film Feature—Western**
- 6:25** **10** **Earl Selby and Mr. Fixit**  
**6:30** **3** **MOVIE—Drama**  
Award Theater: "The Scarf." (1951) Part 1. An escapee from a hospital for the criminally insane strives to prove his innocence. Jahn Ireland, Lloyd Gough.
- 6** **Rainbow Theater**  
**8** **Sports, Weather, News**  
**10** **Hollywood Star Theater**  
"Sunk." A South Seas trader teaches his nephew to control his drinking. Charles Bickford is the star.
- 12** **News—Hal Woodard**
- 6:45** **6** **Newsreel—Frank Hall**  
**12** **Weatherman—Buck Ross**
- 6:50** **12** **Time Out—Bill Pheiffer**
- 6:55** **6** **Weather—Jean Sargent**  
**10** **News—John Facenda**
- 7:00** **6** **SOUPY SALES**  
**DEBUT** Detroit comedian Soupy Sales talks to the children in the audience and to his puppet creations. Both Soupy's audience and his puppet helpers are included in the week-to-week adventures. His puppets include: White Fang, the giant dog; Black Tooth, the kindest dog in the U.S.; Marilyn Manwolf, a curvaceous friend of White Fang and Black Tooth; Hermon the Flea; Willie the Worm. Soupy Sales himself plays the parts of Hermon and Willie. (Detroit)
- 8** **MY LITTLE MARGIE**  
"Reol George." Mrs. Odetts finds herself swamped with suitors named George, thanks to Margie. What begins with a simple idea of Margie's ends up with everyone from Vern to Mr. Honeywell impersonating "George." (Film)

**Cast**

- Margie Albright .....Gole Storm  
Vern Albright .....Charles Forrell  
Mrs. Odetts .....Gertrude Haffmon  
Mr. Honeywell .....Clarence Kolb
- 10** **SUPERMAN—Adventure**  
"The Ghost Wolf." The Daily Planet is affected by rumors of a werewolf. George Reeves and Phyllis Coates star.
- 12** **PANORAMA—Jack Reynolds**
- 7:15** **6** **NEWS—John Daly**  
**DEBUT** Famed newscaster John Daly will comment on current affairs.
- 7:25** **3** **NEWS—Taylor Grant**
- 7:30** **3** **33** **MATT DENNIS SHOW**  
**6** **INTERNATIONAL POLICE**  
"Shanghai." A woman's hair ornament is the only clue the Shanghai police chief has to an officer's murder. Victor Millan, Anno Novarra.
- 8** **FILM FEATURE—Docum.**  
Tonight's documentary film: "Transatlantic Teleview."
- 10** **61** **NEWS—Doug Edwards**  
**12** **MOVIE—Mystery**  
Evening Playhouse: "The Poyoff." Lee Tracy, Jack La Rue and Evelyn Brent star in this detective story.
- 7:45** **3** **8** **NEWS—Swayze**  
**10** **THE AMES BROTHERS—Music**
- 8:00** **3** **COMEDY REVIEW—Foster**  
**DEBUT** Sid Coesar presents Phil Foster as star of a summertime musical comedy review. Appearing with Foster are: singer Bill Hayes; actress Barbara Nichols; comedians Cliff Norton and Sid Gould;



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and tonight's special guest, songstress Mortho Wright. A sketch casts Phil as the owner of a drug store, Cliff as his sodo jerk, Borbaro as his wife and Sid as his star customer. Bobby Sherwood is a featured member of the cast.

## 6 TV READER'S DIGEST

"Six Hours of Surgery." The personal problems in the lives of the surgeon and his assistants are revealed under the stress and strain of a delicate heart operation.

### Cast

Chief Surgeon .....Walter Kingsford  
Associate Surgeon .....Domion O'Flynn  
Head Nurse .....Jean Byron

## 8 RAY MILLAND—Comedy

"Tryout." Edith Blanchard, one of Prof. McNulty's drama students, submits a play to a Broadway playwright who comes to Comstock to meet her. (Film)

### Cost

Prof. McNulty .....Ray Milland  
Peggy McNulty .....Phyllis Avery  
Edith Blanchard .....Joan Camden  
Playwright .....Hons Conried

## 10 61 BURNS & ALLEN

With all the Mortons' talk of a Hawaiian vacation, Gracie goes Hawaiian and takes up the hula. Bea Benaderet and Lorry Keating play Blanche and Horry Morton. (Film)

## 8:30 6 CONCERT—Howard Barlow

Tenor Eugene Conley is tonight's soloist with Howard Barlow, the orchestra and the chorus.

### Mr. Conley

"God Bless America" .....Irving Berlin  
"Americo the Beautiful" .....Samuel Ward  
"M'appari" ("Mortha") .....Von Flotow  
"Waiting for the Sunrise" .....Seitz

### Orchestra

"Semper Fidelis" .....John Philip Sousa  
"Festival Overture" .....Weber

### Chorus

Medley .....George M. Cohen  
Actor Gene Lockhart wrote the words of  
"The World Is Waiting for the Sunrise."

## 8 10 TALENT SCOUTS

## 12 THE PETE PIHOS SHOW

### 9:00 6 MEDIC—Drama

"I Climb the Stairs." This story deals with cardiology, the science of the human heart, and concerns 19-year-old Annie Schrader, a young heart-disease victim. Annie's collapse from a heart attack leads to a complicated operation which viewers will actually witness. Richard Boone plays Dr. Konrad Styner and also acts as host-narrator. Sallie Brophy is featured as Annie. (Film)

## 6 FORT DIX SHOW

This program features methods used by the Army in training its soldiers.

## 8 10 61 THOSE WHITING GIRLS—Comedy

**DEBUT** Situation comedy series starring sisters Morgoret and Barbara Whiting. Borbaro brings her new boy friend home to meet the family and is dismayed when he is smitten with singing star Margaret. To prove she can sing too, Borbaro announces she will audition for the junior class talent show. (Film)

## 12 57 BOXING—St. Nick's

Prelims from St. Nicholas Arena.

## 9:30 6 8 ROBERT MONTGOMERY PRESENTS—Drama

"Fourth of July," by S.S. Schweitzer. A corrupt American politician hopes that by moving to a small South American country and changing his name he can rebuild his reputation. John Newland directs the play which features members of the summer stock company.

### Cost

Berger .....Charles Droke  
Cossidy .....House Jameson  
Don Tomas .....Eric Sinclair  
Police chief .....Luis Von Rooten  
Montalbon .....Coe Norton  
Maria .....Gale Poge  
Girl .....Sveo Grunfeld

## 6 MOVIE—Drama

Monday Night Feature: "American Empire." Two friends try to build up a Texas empire. Richard Dix, Preston Foster, Leo Corrillo.

**10 JULY 4 PARTY**

**SPECIAL** Preston Foster is featured in Independence Day celebration from Fairmount Park.

**10:00 10 STUDIO ONE—Drama**

"The Day Before the Wedding," by Anthony Spinner. On the day before her wedding, a young girl learns that her mother plans to divorce her father. The news comes as a surprise to her brothers, who thought their parents' marriage was idyllic.

**Cast**

The mother ..... Borbaro O'Neil  
 Harry ..... Michael Strong  
 Don ..... Biff McGuire  
 Charlie ..... Russell Collins

**12 57 BOXING—St. Nick's**

Milo Savage, Salt Lake City, Ut., vs. Sammy Walker, Springfield, Moss., welterweights, 10 rounds. Chris Schenkel reports from St. Nicholas Arena, New York City.

**TV GUIDE RATINGS**

	Rating	Bouts	W	L	D	KO's
Savage	Unrated	72	34	30	8	18
Walker	Unrated	74	36	34	4	17

In their last bout Walker upset the favored Savage. Savage had Walker on the canvas twice but he came up off the floor to rally in the late rounds with the decision. Both men like to mix in close and can hit.

Compiled by Not Fleischer (The Ring)

**10:30 3 MAYOR OF THE TOWN**

"Blueberry Hill." The mayor helps an elderly couple get started in a business venture so they can move back to their beloved farm. Thomas Mitchell, Kathleen Freeman are featured.

**8 SUMMER VARIETIES—Music**

Frank Renaut at the organ and outstanding guest vocalists will provide the music for tonight.

**10:50 6 SPORTS CORNER**

Tom Moorehead is the host.

**12 57 RINGSIDE INTERVIEWS**

**11:00 3 News—Taylor Grant**

**6 Newsreel—Frank Hall**

**8 Eleventh Hour News**

**10 News—John Facenda**

**12 Headline Roundup**

**11:10 3 Sports Spot—Jack Pyle**

**6 Weather—Jean Sargent**

**8 Regional News**

**10 Weather—Phil Sheridan**

**12 Sports Today—Bill Pheiffer**

**11:15 3 Judy Lee & the Weather**

**6 MOVIE—Drama**

Night Owl Theater: "East Side Kids." A number of kids are unwittingly enlisted in delivering counterfeit money. Leon Ames, Dennis Moore.

**8 Medic—Drama**

"I Climb the Stairs." This story deals with cardiology, the science of the human heart, and concerns 19-year-old Annie Schroder, a young heart-disease victim. Richard Boone plays Dr. Kanrad Styner. Sallie Brophy is featured as Annie. (Film)

**10 Sports Final—Whitaker**

**12 MOVIE—Drama**

Evening Ployhouse: "Small Back Room." (English; 1951) A lame, unpopular scientist is confronted with the task of dismantling an enemy bomb. David Farrar, Kathleen Byron.

**11:20 3 Tonight with Michael Ellis**

Michael Ellis interviews personalities from the stage and screen world who are currently appearing in Philadelphia.

**11:25 10 Five Minutes More**

Ed McMahon reviews and talks about show business happenings.

**11:30 3 Tonight—Steve Allen**

Steve, Skitch Henderson, and the gong are in California. Tonight, there's a special remote highlighting a fireworks display and a visit from comic Alan Reed.

**10 MOVIE—Drama**

Lute Shaw: "58 Via Del." Delio Scalo is the star.

**11:45 8 Today in Sports**

**11:50 8 Tonight—Steve Allen**

Did Steve Allen go to the West Coast to escape Mrs. Sterling? Story in next week's TV GUIDE.

**1:00 3 News**

**1:05 3 Thought for Tomorrow**

Rev. J. Paul Weatherley offers a message.



Correspondence for this department should be addressed to Regional Editor, TV GUIDE, 302 North 13th St., Phila. 7, Pa.

## Commercial Complaint

I know it takes money to put a program on TV. But I don't think it should take so huge an amount in presenting a movie that it becomes necessary to advertise two products at every break ... and interrupt for commercials every five or 10 minutes. It's getting so that a viewer sits down to watch advertisements rather than a film! —Richard Armpriester, Lebanon, Pa.

## Praise For Dailey

I've never written a fan letter before but I just had to express my praise for Dan Dailey's performance in "Burlesque." The entire cast was wonderful but Dailey stood out.—Mrs. R. W. Shoemaker, Allentown, Pa.

## Moanin' For "Mulligan"

There must be something wrong some place. How come the network dropped such a swell show as Mickey Rooney's? That program made me a Saturday-night viewer.—J. Britt, Horsham, Pa.

## Willie Move Lamented

Of all things to do—to schedule Willie the Worm opposite Howdy Doody. It's all right to race adult shows against each other for ratings but try to explain these silly tactics to a three-year-old! —Mrs. Walter Loughlin, Philadelphia.

## Wanted: Studio One Ending

I seldom miss a Studio One presentation. However, when they start to accept applications for writers of fourth acts for their productions, I'll be first in line. I'd welcome the opportunity of giving TV viewers a finish to at least one of the Studio One plays.—Betty L. Schlosser, Allentown.

## MORNING

- 6:45** **3** **Thought for Today**  
Rev. Robert Baur offers today's message.
- 6:50** **3** **Market Reports, Weather**
- 7:00** **3** **8** **Today—Garroway**  
The travel series highlights Hollywood. Dave is introduced to the sweetheart of Sigma Chi by tennis star Tony Trabert.
- 8:30** **10** **61** **Morning Show—Faulk**
- 8:30** **6** **Romper Room**
- 8:55** **3** **Today with Mr. Rivets**  
**8** **Regional News**  
**10** **Mister & Missus—Features**  
Gene and Joan entertain with the help of Swami Balmi.
- 9:00** **3** **Let Scott Do It—Variety**  
Alan Scott is the host, assisted by the Mechanical Man and Miss Terry.  
**8** **Armed Services Cavalcade**  
A United States Navy film is featured.
- 9:30** **6** **MOVIE—Drama**  
Morning Theater: "Foreign Agent." Enemy agents steal plans for a searchlight filter. John Shelton, Gale Storm.  
**8** **Hymns of Faith—Music**
- 9:45** **8** **Spotlight on the Stars**
- 10:00** **3** **8** **Ding Dong School**  
Frances Horwich teaches kindergarten.  
**10** **Garry Moore—Variety**  
Comedian ..... Roy Benson  
"Gentleman Is a Dope" ..... Denise Lor  
"Feel Like a Feather".....Denise, Ken Carson
- 10:30** **10** **Arthur Godfrey Time**
- 10:45** **3** **Sheilah Graham**  
Edward G. Robinson is guest-of-the-week.  
**8** **Reel Fun—Cartoons**
- 11:00** **3** **Home—Women's News**  
Pattern adjustments ..... Lucille Rivers  
Summer vegetable planting  
..... Frank Teuton  
Ice cream ..... Kit Kinne  
Hypnotism & telepathy ..Dr. Franz Polgar
- 6** **MOVIE—Western**  
Favorite Films: "The Navajo Kid." Bob Steele is featured in this Western.  
**8** **The Brighter Day—Serial**
- 11:15** **8** **Valiant Lady—Serial**
- 11:30** **8** **10** **61** **Strike It Rich—Quiz**

**AFTERNOON**

**12:00** (3) (33) **Tennessee Ernie**

"That's All I Need" .....Ernie

"Sam, the Piano Man"

Doris Drew, Mally Bee, Jack Fascinata

"Blue Star" .....Skip Farrell

"Tao Paaped ta Pop" .....Ernie Ford

"Da Lard" .....Ernie, Mally, Doris

(6) **Lunchtime Theater**

(8) **TV Farmer—Crop Data**

(10) (61) **Valiant Lady—Serial**

The therapist is deeply touched by Bill's decision. Marc Cramer.

**12:15** (8) (10) (61) **Love of Life—Serial**

**12:30** (3) **Feather Your Nest—Quiz**

Bud Callyer emcees the quiz.

(6) **MOVIE—Mystery**

*This Is Hollywood:* "Criminal Investigator." A cub reporter investigates the murder of a showgirl. Robert Lowery, Edith Fellows.

(8) **News—Nelson Sears**

(10) **Search for Tomorrow**

**12:40** (8) **Regional News—Whalen**

**12:45** (8) (10) **The Guiding Light**

**1:00** (3) **MOVIE—Drama**

*Hallywaad Playhouse:* "D.O.A." A tax expert on vacation learns that he is infected with a strange drug which will kill him. Edmand O'Brien, Pam Brittan.

(8) **Jack Paar Show**

Edith Adams sings "I've Got to Craw" and Jase Melis plays "Caribou." Jack Haskell solos "Laura."

(10) **Marian Kemp's Kitchen**

Marian Kemp shows "Treasures for the Making," a film on the preparation of jelly.

**1:30** (8) (10) **Welcome Travelers**

**1:50** (6) **Features for Women**

Deborah Adams offers household hints.

**2:00** (6) (61) **Robert Q. Lewis**

"Dearie" .....Dan Liberta, Robert Q., Jane Wilson

Audience quiz .....Robert Q.

"Chee Chee Oo Chee" .....Chardettes

"I Love Yau a Mountain" .....Betty Claokey

"Whistle Yaur Blues Away" .....Robert Q.

(8) **From the Kitchen Door**

(10) **Cinderella Week-end-Quiz**

Bill Hart quizzes four ladies from the audience who vie for the grand prize.

**2:20** (3) **Rex Trailer—Variety**

The popular Western star entertains.

**2:30** (3) **Pots, Pans, Personalities**

Mary Wilson is hastes for the show.

(6) **Musical Honeymoon**

(8) **Search for Tomorrow**

(10) (61) **House Party—Fun**

Game: "What's in the house?"

(12) **Music Box—Songs**

**2:45** (8) **Today with Kay—Features**

Kay Cuskey interviews a guest.

**3:00** (3) (33) **Ted Mack—Variety**

Dick Lee is the vocalist.

(6) **Bandstand—Bob Horn**

(8) (61) **The Big Payoff—Quiz**

Bess Myerson and Randy Merriman.

(10) **Swap Shop**

Bill Renaire hosts for the trading-post.

(12) **MOVIE—Western**

*Matinee Theater:* "Spoktawn." Dave O'Brian and the Texas Rangers are featured in this Western tale.

**3:15** (10) **Valentine's Day—Variety**

**3:30** (3) (8) **It Pays to Be Married**

(10) **Bob Crosby—Music**

**4:00** (3) (8) **Way of the World**

Paula meets and falls in love again with a former boy friend.

(10) **The Brighter Day—Serial**

A society editor tries to make Lydia jealous. Murial Williams.

(12) **Kitchen Classics**

**4:15** (3) **First Love—Serial**

Laurie gets an idea.

(8) (10) (61) **Secret Storm—Serial**

**4:30** (3) **World of Mr. Sweeney**

Will has to confess to Marge that he doesn't have "sales resistance" after all. Helen Wagner.

(8) (10) **On Your Account**

(12) **This Is Delaware Park**

**4:45** (3) **Modern Romances**

Sheila reveals her plans to her son.

**5:00** (3) (8) (33) **Pinky Lee Show**

The zany comedian offers afternoon entertainment assisted by Jimmy Brown.

**MOVED TO...**



**Tuesdays**

**7:30 PM**

**STUDIO "57"**

**... unexcelled drama!**

**Fridays**

**10:00 PM**

**THE  
DAMON RUNYON  
THEATRE**

**... Broadway at its brightest!**

*channel*

**6**

**WFIL-TV**

## 6 Hopalong Cassidy Show

(1) Young Eagles: Part 3. (2) Hopalong Cassidy: "Pride of the West." William Boyd stars.

## 10 Cowboy G-Men—Drama

"Beware No Trespassing." A typhoid epidemic breaks out in Mexico. Jackie Coogan and Russell Hoyden are featured.

## 12 Dance Time—Tom Roberts

Teen-agers in the studio dance to the latest records while emcee Roberts interviews visiting artists.

## 5:30 3 8 33 Howdy Doody

Wildcat Wilbur prepares to take over as Buffalo Bob leaves for Muddle Town.

## 10 Willie and Carny

The worm and the clown feature Looney Tunes cartoons.

## EVENING

## 6:00 3 Fun House—Pete Boyle

Uncle Pete presents Spanky, Farina, Alfalfa and all the gong in one of the "Lil' Rascals" series.

## 8 Film Feature—Western

## 10 The Adventurer—Action

Capt. Nemo leads the safari into strange lands of enchantment.

## 12 Film Feature—Western

## 6:25 10 Earl Selby and Mr. Fixit

## 6:30 3 MOVIE—Drama

Award Theater: "The Scorf." (1951) Part 2. An escapee from a hospital for the criminally insane strives to prove his innocence. John Ireland, Lloyd Gough.

## 6 Rainbow Theater

Foy Willing and the Riders of the Purple Sage are featured.

## 8 Sports, Weather, News

## 10 Hollywood Star Theater

## 12 News—Hal Woodard

## 6:45 6 Newsreel—Frank Hall

## 12 Weatherman—Buck Ross

## 6:50 12 Time Out—Bill Pheiffer

## 6:55 6 Weather—Jean Sargent

## 10 News—John Facenda

## 7:00 6 SOUPY SALES

## 8 PRIVATE SECRETARY

"The Boy Next Door." Both Susie and

Sylvio have their eyes on the toll, dark, handsome but shy stranger who moved into the apartment next door. Neither of them counted on the charms of receptionist Vi Proskins. Ann Sothern plays Susie, Joan Bonks plays Sylvia and Ann Tyrrell portrays Vi. Bradley Hunter: Jack Mohoney. (Film)

## 10 WILD BILL HICKOK

"Wrestling Story." To foil a robbery, Jingles challenges a champion wrestler. Guy Madison, Andy Devine. (Film)

## 7:15 6 NEWS—John Daly

## 12 PANORAMA—Jack Reynolds

## 7:25 3 NEWS—Taylor Grant

## 7:30 3 8 DINAH SHORE

## 6 STUDIO 57—Drama

"The Plot Against Miss Pomeroy." A timid teacher of an exclusive girls' finishing school is asked to do a special favor for a rich pupil. The pupil shows her gratitude by planning a practical joke—the butt, the teacher. (Film)

### Cast

Eunice Pomeroy ..... Jeon Byron  
Sheila Mason ..... Natalie Wood  
Miss Hunt ..... Eleanor Audley  
Normo ..... Gay Lynn  
Mr. Mason ..... Morris Ankrum  
Mrs. Bache ..... Poulaine Moore

## 10 61 NEWS—Doug Edwards

## 12 MOVIE—Drama

Evening Playhouse: "Thoroughbred."  
Helen Twelvetrees and Frank Leighton star in a racetrack drama.

## 7:45 3 8 NEWS—Swayze



Enjoy a family visit  
by Long Distance  
tonight

Rates are lower after 6 o'clock  
every night and all day Sunday.

PHILADELPHIA TO ATLANTIC CITY... 40¢

Station-to-Station rate for first 3 minutes. Add 10% tax.

★  
**Rocketing Your Way...**



**"That Singing Rage"**

*Miss Patti Page*

**in 15 Minutes of Melody  
 TWICE A WEEK!**

Don't miss TV's newest show  
 with America's  
 brightest singing star!

Brought to you by your

**OLDSMOBILE  
 DEALER**

TUES. & THUR. CH. 10 7:45 P.M.

**10 PATTI PAGE—Songs**

**DEBUT** Patti and the Page Five singers do "When You're Smiling." Then Patti solos "Davy Crockett" and "Stars Fell on Alabama." The Page Five singers do "Love Me or Leave Me." Jack Roel conducts the orchestra. (Film) Patti Page is next week's cover story.

**8:00 3 8 PLACE THE FACE—Quiz**

Comedy character-actor Pedro Gonzales is welcomed by emcee Bill Cullen.

**6 TALENT ROUNDUP-Variety**

**DEBUT** Slim Wilson emcees a 30-minute country-style variety show coming from Springfield, Mo. Emcee Slim Wilson and his Tall Timber trio entertain with country and Western numbers. Amateur talent: hillbilly singer, girl trio, "pop" singer, country vocalist, vibrophonist.

**10 61 LIFE WITH FATHER**

"Father Sends a Letter to the Editor." Indignant over a purchase he made from a door-to-door salesman, Father Day takes drastic action to remedy the situation. He writes a letter to the N.Y. Times. Leon Ames and Lurene Tuttle star. Steven Terrell, Malcolm Cassell, B. G. Norman and Horvey Grant play the Day children. (Film)

**8:30 3 8 DANCE PARTY**

Hostess Kathryn Murray greets tonight's guests: singer-comedienne Kaye Ballard and comic Jock Carson. Mrs. Murray appears in a sketch with Carson and joins her husband in the "Mystery Dance."

**6 WHO SAID THAT?**

Tonight's panelists are: June Lockhart, Bob Considine, John Moson Brown and tonight's guest, comedian Morey Amsterdam. John Doly moderates.

**10 61 HALLS OF IVY—Drama**

A faculty member inadvertently tells Dr. Hall that the dean of women has criticized the way in which the college is being run. Dr. Hall and his wife are worried by the news. (Film) *This is the last showing of Halls of Ivy of this time. Next week at this time Music '55 features Stan Kenton and guest music-makers. Starting July 14,*



Halls of Ivy will be seen Thursday on CBS at 10:30 P.M. EDT.

**12 CHARM HEADQUARTERS**

**9:00 3 8 SUMMER THEATER**

**DEBUT** "The Good Sisters" stars Teresa Wright as an American nun in Germany who promotes a romance between an American soldier and a Czech orphan girl. (Film)

**Cost**

Sister Margoret Modeleine  
 ..... Teresa Wright  
 Ston Ringer ..... Chuck Connors  
 Sister Kotrina ..... Liso Golum  
 Irmgard ..... Violet Rensing  
 Capt. Downs ..... John Dehner  
 Chaplain ..... Robert Bice

**6 DANNY THOMAS—Comedy**

"Family Troubles." The family plots a clever ruse to end Donny's severe case of jitters about his career as a nightclub entertainer. Donny and Margaret Williams, Donny Thomas and Jean Hogen; the children, Rusty Hamer and Sherry Jackson. (Film)

**10 61 MEET MILLIE—Comedy**

"Alfred's Painting" causes consternation when Millie decides his ego as an artist needs boosting. Eleno Verdugo, Florence Holop, Morvin Koplan, Rolond Winters.

**12 MOVIE—Comedy**

Feature Theater: "Too Many Husbands." Complications arise when a woman remarries. Jean Arthur, Fred MacMurray.

**9:30 3 8 DOLLAR A SECOND**

**6 DOTTY MACK—Music**

Dotty, Bob Brown and Colin Mole present their versions of popular recordings. (From Cincinnati)

Dotty: "Something's Gotta Give"

..... McGuire Sisters

Bob: "The Berry Tree" ..... Bill Hoyes

Dotty & Bob: "Don't Say Hello"

..... Andy & Dello Russell

Dotty: "Anymore" ..... Toni Arden

Colin: "C'Est Si Bon" ..... Ston Freberg

Dotty: "Almost Always" ..... Joni James

**10 SPOTLIGHT PLAYHOUSE**

Cloude Dauphin stars in "Something Wonderful." A young actress decides to

take a final fling of a stage career before marrying her long-time boy friend. At a producer's office, she meets a man who tells her that she must sacrifice everything, including love, if she wants to be an actress. (Film)

**Cast**

La Solle ..... Cloude Douphin  
 Judy Wallace ..... Marcia Patrick  
 Paul Chalmers ..... John Bryant

**10:00 3 8 33 TRUTH OR CONSEQUENCES—Jack Bailey**

**6 57 NAME'S THE SAME—Quiz**

Clifton Fodimon introduces the guests to panelists Roger Price, Joan Alexander, Audrey Meadows and Marc Connelly.

**10 61 \$64,000 QUESTION**

**12 WRESTLING—Baltimore**

**10:30 3 MR. DISTRICT ATTORNEY**

**6 MOVIE—Drama**

Stage "S": "Captain Blockjack." A smuggling racket operates on the island of Mojorca. George Sonders.

**DESI ARNAZ PICKS**

Television's  
**O**wn  
**P**romising  
**S**tarlets  
 Meet six  
 girls  
 headed  
 for  
 fame!  
**IN YOUR NEW**



# TUESDAY

## 8 10 61 SEE IT NOW

This is the last show of the season. Next week at this time: *The Search* presents the first of eight of its most memorable broadcasts describing research projects of American colleges.

11:00 **3** News—Taylor Grant

**8** Eleventh Hour News

**10** News—John Facenda

**12** Headline Roundup

11:10 **3** Sports Spot—Jack Pyle

**8** Regional News

**10** Weather—Phil Sheridan

**12** Sports Today—Bill Pfeiffer

11:15 **3** Judy Lee & the Weather

**8** It's a Great Life

"Doniel's Department Store." Danny and Steve find jobs as furniture salesmen in a department store. In order to sell their quota, the two ex-GI's enlist the aid of Uncle Earl. Earl, always willing if not able, obliges the boys with some of his "expert" advice. Michael O'Shea, William Bishop, James Dunn. (Film)

**10** Sports Final—Whitaker

**12** MOVIE—Musical

Evening *Ployhouse*: "Second Chorus." A couple of entertainers are rivals in love and work. Fred Astaire, Poulette Goddard.

11:20 **3** Tonight with Michael Ellis

11:25 **10** Five Minutes More

11:30 **3** Tonight—Steve Allen

**10** MOVIE—Drama

Late Show: "The Shipbuilders." (English) A shipbuilder is forced to close down his yard during the depression days. Clive Brook, Morgot Grohame.

11:45 **6** Newsreel—Frank Hall

**8** Today in Sports

11:50 **8** Tonight—Steve Allen

Steve's guests include singer Dolores Hawkins and comedienne Sue Corson. Skitch Henderson, the singers and others in the gong join in the fun. (Hollywood)

11:55 **6** Weather—Jean Sargent

12:00 **6** Racket Squad—Drama

1:00 **3** News

1:05 **3** Thought for Tomorrow

Rev. Frederick J. Stevenson is the speaker.

## 10 THURSDAYS

Beginning July 14

COME ALONG WITH TV GUIDE

# PHILADELPHIA TELEVISION TOURS

For the third successive summer, TV GUIDE invites you to take a bus tour of Philadelphia Television. Come with us behind the scenes for an entertaining afternoon . . . and see how TV comes out of the studio and into your home.

WPTZ's MARY WILSON, ALAN SCOTT or REX TRAILER JOIN YOU FOR LUNCH AT THE PENN-SHERWOOD HOTEL. TV personalities review TV!

MARY DORR WELCOMES YOU TO A DEMONSTRATION OF WFIL-TV STUDIO EQUIPMENT. See yourself on TV!

BILL HART WELCOMES YOU TO "CINDERELLA WEEKEND" AT WCAU-TV. Participate in this exciting show! Tour the building!

TOUR LEAVES SUBURBAN STATION BDG. (16th Street North of Market) 11:15 A.M., RETURNS 3:45 P.M.

ADULTS \$2.00

CHILDREN (9 to 12 yrs.) \$1.50

Eighty reservations are available every Thursday until September 15th, so get a group together now. Cost of the tour (studio tickets free) includes lunch and bus. Send your reservation with choice of three dates and a check or money order made to

TV GUIDE-ED TOURS, 302 N. 13th Street  
Phila. 7, Pa.

For further information, call  
LOmbard 3-5585

## MORNING

- 6:45** **3** **Thought for Today**  
Rev. Joseph Waldron is today's speaker.
- 6:50** **3** **Market Reports, Weather**
- 7:00** **3** **8** **Today—Garroway**  
Staffer Mary Kelly shows more films on the Irish horses.
- 10** **61** **Morning Show—Faulk**
- 8:30** **6** **Romper Room**
- 8:55** **3** **Today with Mr. Rivets**  
**8** **Regional News**  
**10** **Mister & Missus—Features**  
Gene and Jaan Crane entertain with the help of Swami Balmi.
- 9:00** **3** **Let Scott Do It—Variety**  
Alan Scott is the host, assisted by the Mechanical Man and Miss Terry.  
**8** **Armed Services Cavalcade**  
A U.S. Air Force film is featured.
- 9:30** **6** **MOVIE—Drama**  
*Morning Theater: "Jack of Diamonds."* (English) A couple dives for sunken treasure because they are in financial straits. Nigel Patrick, Jaan Carol.  
**8** **Hymns of Faith—Music**
- 9:45** **8** **Spotlight on the Stars**
- 10:00** **3** **8** **Ding Dong School**  
Frances Harwich teaches kindergarten.  
**10** **Garry Moore—Variety**  
Cooking lare .....Garry, Ken Carson  
One-Man Band  
.....D.S. Ogle (of Texarkana, Tex.)  
"My Ideal" .....Ken Carson  
"Wonderful One".....Denise Lar, Ken Carson
- 10:30** **10** **Arthur Godfrey Time**
- 10:45** **3** **Sheilah Graham**  
Guest-of-the-week Edward G. Rabinson is interviewed via film by Sheilah.  
**8** **Swap Shop**
- 11:00** **3** **Home—Women's News**  
Men's hat styles  
.....Arlene Francis, Hugh Dawns  
Herb cookery .....Chef Phillip  
Family travel .....Leona Baumgartner  
Miniature gardens  
.....Mr. & Mrs. H. Balne, Wiltan, Cann.
- 6** **MOVIE—Western**  
Favorite Theater: "Law of the Valley."

**8** **The Brighter Day—Serial**

**11:15** **8** **Valiant Lady—Serial**

**11:30** **8** **10** **61** **Strike It Rich—Quiz**

Helping hand: Bill Tabbert, singing star of "Fanny."

## AFTERNOON

**12:00** **3** **33** **Tennessee Ernie**

"Flaatin' Down ta Catton

Town" .....Ernie, Mally, Doris

"Learnin' the Blues" .....Skip Farrell

"Melancholy Baby" .....Ernie

"Ezekiel Saw the Wheel" .....Cast

**6** **Lunchtime Theater**

Animated cartoons are featured.

**8** **TV Farmer—Crop Data**

**10** **61** **Valiant Lady—Serial**

Mrs. Sayre tells Mickey about Helen and Chris. James Kirkwood.

**12:15** **8** **10** **61** **Love of Life—Serial**

**12:30** **3** **Feather Your Nest—Quiz**

Bud Callyer is the emcee.

**Don't Miss**



**"TELEVISION KITCHEN"**

*the popular cooking show*

conducted by

*Florence P. Hanford*

EVERY WEDNESDAY 2:30 P.M.

**WPTZ—CHANNEL 3**

*Be Modern—  
Cook Electrically!*

**Philadelphia Electric Company**

## 6 MOVIE—Mystery

*This Is Hallywood: "Mystery Liner."* Murder occurs on board ship. Noah Beery, Astrid Allwyn.

## 10 Search for Tomorrow

12:40 8 Regional News—Whalen

12:45 8 10 The Guiding Light

## 1:00 3 MOVIE—Drama

*Hallywood Playhouse: "Johnny Come Lately."* A tap newspaperman who aimlessly wanders about the country, meets a challenge. James Cagney, Grace George.

## 8 Jack Paar Show

Cartoonist Toby visits Jack Paar. Jack Haskell sings "Heart" and Edith Adams salos "Hindustan." Jase Melis plays "Be-witched."

## 10 Woman's World—Features

Marian Kemp is the hostess.

1:30 8 10 Welcome Travelers

1:50 6 Features for Women

Deborah Adams offers household hints.

2:00 6 Robert Q. Lewis—Variety

8 From the Kitchen Door

10 Cinderella Week-end-Quiz

Bill Hart quizzes ladies from the audience who vie for the grand prize.

## \*ARB's Top 10 in Philadelphia

Program	Rating
1. Toast of the Town.....	46.6
2. I've Got a Secret.....	43.9
3. Stage Show .....	40.7
4. I Love Lucy.....	39.8
5. You Bet Yaur Life.....	34.9
6. This Is Yaur Life.....	33.7
7. Person to Person.....	33.2
8. Jack Benny .....	32.9
9. Yaur Hit Parade.....	31.3
10. What's My Line?.....	30.9
10. Talent Scouts .....	30.9

\*Based on May Ratings

American Research Bureau bases its ratings on notations from diaries placed in a select number of viewers' homes.

## 2:20 3 Rex Trailer—Variety

Popular Western star Rex Trailer offers afternoon entertainment of Western songs.

2:30 3 Television Kitchen-Recipes

Florence Hanford prepares a sliced ham dinner with buttered broccoli, company cole slaw and berry sponge cake.

## 6 Musical Honeymoon

8 Search for Tomorrow

10 61 House Party—Fun

A preview of the latest in men's fashions.

12 Music Box—Songs

2:45 8 Today with Kay—Features

3:00 3 33 Ted Mack—Variety

6 Bandstand—Bob Horn

Bob Horn spins discs for teen-agers who dance in the studio.

8 10 61 The Big Payoff—Quiz

12 MOVIE—Drama

*Matinee Theater: "Sins of the Children."*

The parents of a young couple who are in love try to prevent their marriage.

3:30 3 8 It Pays to Be Married

10 Bob Crosby—Music

4:00 3 8 Way of the World

Mrs. Greystock wants to buy the house Paula loves. Gena Rawlands.

10 The Brighter Day—Serial

The bridal couple departs for the honeymoon. Ann Hillary plays Sandra.

12 Kitchen Classics

4:15 3 First Love—Serial

David and Laurie try to get information from McKee. Dean Harens.

8 10 61 Secret Storm—Serial

4:30 3 World of Mr. Sweeney

Cicero finds a little bundle on his door step. Charles Ruggles.

8 10 On Your Account

12 This Is Delaware Park

4:45 3 Modern Romances

Kenny doesn't know his father is an ex-cavict.

5:00 3 33 Pinky Lee Show

The zany comedian entertains.

6 Hopalong Cassidy Show

(1) Young Eagles: Part 4. (2) Hopalong Cassidy: "Sunset Trail." Ken Maynard stars in this Western.

8 Slapstick Theater

for the best in films . . .

# HOLLYWOOD STAR THEATRE

**6:30 PM**

wed., july 6

**PAT O'BRIEN** in  
"Tomorrow's Men"

thurs., July 7

**CORINNE CALVERT** in  
"The Indirect Approach"

fri., july 8

**JOHN HODIAK** in  
"They Also Serve"

mon., july 11

**EDWARD ARNOLD**  
"Junior"

tues., july 12

**PETER LAWFORD** in  
"The Son-In-Law"

keep  
your  
eye  
on

channel **10**

# WCAU-TV

### 10 Frontier Justice—Drama

"The Apache Kid." An Indian youth turns traitor. Jim Davis, Kristine Miller.

### 12 Dance Time—Tom Roberts

### 5:15 8 House Party—Fun

Art Linkletter is the host.

### 5:30 3 8 33 Howdy Doody

Mr. Bluster fires Tizzy the Dinosaur and puts Buzz Beaver in the job.

### 10 Willie and Carny

Willie the Worm and Carny C. Carny present Looney Tunes cartoons.

### 6:30 3 MOVIE—Musical

Award Theater: "There's a Girl in My Heart." (1949) A shady politician has a scheme for getting rich quickly. Lee Bowman, Elyse Knox, Peggy Ryan.

### 6 Rainbow Theater

Foy Willing and the Riders of the Purple Sage are featured.

### 8 Sports, Weather, News

### 10 Hollywood Star Theater

"Tomorrow's Men." A football coach has to decide whether to win a game or teach his son a lesson in life. Pat O'Brien, John Derek.

### 12 News—Hal Woodard

### 6:45 6 Newsreel—Frank Hall

### 12 Weatherman—Buck Ross

### 6:50 12 Time Out—Bill Pheiffer

### 6:55 6 Weather—Jean Sargent

### 10 News—John Facenda

### 7:00 6 SOUPY SALES

### 8 LIBERACE—Music

Selections: "My Old Kentucky Home,"

## EVENING

### 6:00 3 Fun House—Pete Boyle

### 8 Wild Bill Hickok—Western

"Wrestling Story." To foil a robbery, Jingles challenges a champion wrestler. Guy Madison, Andy Devine. (Film)

### 10 The Adventurer—Action

### 12 Film Feature—Western

### 6:25 10 Earl Selby and Mr. Fixit

7:30 P. M.

## DISNEYLAND



©WDP

7:30 Disneyland—Stalking the bison... how Walt Disney's true-life adventure feature "Vanishing Prairie" was filmed—also "Seal Island" in its entirety.

## TONIGHT

7:00 SOUPY SALES 6

7:15 JOHN DALY and the NEWS 6

7:30 DISNEYLAND 6 57

8:30 MR. CITIZEN 6

9:00 MASQUERADE PARTY 6

9:30 PENNY to a MILLION 6 33

10:00 WED. NIGHT FIGHTS 6 33

'til 11 HENNY & ROCKY 6 33

WFIL-TV Channel 6

# ABC

TELEVISION NETWORK

You'll be glad you turned to

"Sentimental Journey," "Sanata in D Minar." (Film)

**10 I LED THREE LIVES—Drama**

Herb Philbrick fights against teen-age vandalism. Richard Carlson is the star.

**12 PANORAMA—Jack Reynolds**

7:15 **6 NEWS—John Daly**

7:25 **3 NEWS—Taylor Grant**

7:30 **3 8 MATT DENNIS SHOW**

**6 57 DISNEYLAND**

"Seal Island," Walt Disney's Academy Award shart, is shown in its entirety. Shot in the Priblaff Islands in the Bering Sea, which have a population of some three million Alaska fur seals, the film depicts the wild courtships and battles which take place every summer. Prior to the showing of the film, we will see how the Disney team of naturalist photographers employs ingenuity and patience to make the nature films. By way of illustration there will be film clips from "Vanishing Prairie" and "Water Birds."

**10 61 NEWS—Doug Edwards**

**12 MOVIE—Drama**

Evening Playhouse: "The Devil and Daniel Webster." For a box of gold and seven years of good luck, a farmer makes an unholy pact with the devil. Walter Huston, Edward Arnold.

7:45 **3 8 NEWS—Swayze**

**10 JULIUS LA ROSA**

Julius sings "Something's Gotta Give" and "The Breeze and I." The Debutantes join in "A Blossom Fell" and "Mauntain Greenery."

8:00 **3 KODAK REQUEST PERFORMANCE—Drama**

"Second Sight" stars Merle Oberon as a self-centered actress who learns she is losing her sight. She goes to a small town to see a top eye-surgeon, and finds that her poor vision isn't only physical.

**Cast**

Sara Belmont .....Merle Oberon  
Dr. Ed Marshfield .....Philip Carey  
Station Master .....Eddy Waller  
Mrs. Riggs .....Jane Darwell  
Dr. Hartman .....Jae Farte

**8 10 61 ARTHUR GODFREY**

8:30 **3 MY LITTLE MARGIE—Comedy**

"The Conventian Story." Vern hopes to get some work done at his Miami business conventian, but his intentions are hindered by the arrival of his daughter, Margie, and his fiancee, Raberta. (Film)

**Cast**

Margie Albright .....Gale Storm  
Vern Albright .....Charles Farrell  
Roberta .....Hillary Braake  
Mr. Haneywell .....Clarence Kalb

**6 MR. CITIZEN—Drama**

"Far My Brather." The story of the endless efforts of a sister to have her brather freed from prison. Allyn Edwards is hast.

**Cast**

Della Lowery .....Geoffrey Bryant  
Jahn J. Kelly .....Sydney Smith  
Gloria .....Robinson Hayes  
Mr. Rankin .....Walter Appler  
Mr. Lynch .....David Warren  
Ed McCune .....Leon Janney  
Martha .....Pat Sales

9:00 **3 8 THEATER—Drama**

"Impasse," by Julian Snyder, tells the dramatic story of a reporter who cracks up in the Far East and returns to the home office. There he finds that his rival in love and work has acquired his girl and become his editor.

**6 MASQUERADE PARTY**

Big blonde Dagmar returns to the TV scene as Buff Cobb's summer replacement. The other panelists: Ilka Chase, Ogden Nash and Babby Sherwaad. Peter Donald emcees.



Someone you love would love to hear your voice--right now

Long Distance rates are lower after 6 o'clock every night and all day Sunday.

**PHILADELPHIA TO BOSTON . . . 70¢**  
Station-to-Station rate for first 3 minutes. Add 10% tax.

Now on alternate  
**Wednesdays!**  
**U.S. STEEL HOUR**  
*"live" from New York*



"THE  
**meanest man  
 in the world**"

starring

**WALLY COX**  
**JOSEPHINE HULL**  
**BETSY PALMER**  
**KENNY DELMAR**

produced by  
**THE THEATRE GUILD**

**10** PM Channel **10**

**10 61 THE MILLIONAIRE**

"The Story of Joe Iris." A check for \$1,000,000 may ruin a parolee's chances for an honest life. The police are suspicious about the source of Joe's new-found wealth. And Joe has been sworn to secrecy by his benefactor, Michael Anthony. (Film)

Cast

Joe Iris .....John Hudson  
 Nancy Iris .....Nancy Gates  
 Michael Anthony .....Marvin Miller

**12 TEACHER—Discussion**

"The Winning Combination" is tonight's feature. Dr. Luther Shaw is the host.

**9:30 6 33 PENNY TO A MILLION**

Bill Goodwin and company have moved to the West Coast as of this date. Two teams compete to parlay their pennies into \$10,000. (Hollywood)

**10 61 I'VE GOT A SECRET**

It's veteran entertainer George Jessel who's keeping a secret from the inquiring panel which includes Bill Cullen, Faye Emerson and Henry Morgan. Garry Moore is moderator. Jayne Meadows is currently on the West Coast with husband Steve Allen, Tonight host.

**12 BETTER LIVING THEATER**

**10:00 3 8 THIS IS YOUR LIFE**

Ralph Edwards salutes Lawrence C. Jones, head of the Piney Woods School, a Negro Junior College in Piney Woods, Miss. Built from scratch by Jones, the college now covers many acres and has an enrollment of over 500 students. Among those present: Jones' high school principal; former students and classmates; members of the college faculty; and some of the school's distinguished alumni. Since the program's initial appearance, *This Is Your Life's* life of Dr. Jones has brought over \$500,000 in donations to the Piney Woods School. (Film)

**6 33 BOXING—Mad. Sq. Gar.**

Floyd Patterson, light heavyweight, Brooklyn, N.Y., vs. Archie McBride, heavyweight, Trenton, N.J., 10 rounds. Jack Drees reports from Madison Sq. Garden.



TV GUIDE RATINGS

	Rating	Bouts	W	L	D	KO's
Patterson	2	23	22	1	0	14
McBride	Unrated	29	20	9	0	8

Patterson, the boxer-puncher, invades the heavyweight ranks against a tough trial horse. McBride holds a win over Nino Valdes and he is a rugged slugger who can take plenty of punishment. However, Patterson's speed and finesse should be too much for the plodding bigger man.

Compiled by Nat Fleischer (The Ring)

**10 U.S. STEEL HOUR**

**RETURN** In its first CBS presentation, *U.S. Steel Hour* offers Wally Cox, Josephine Hull, Betsy Palmer and Kenny Delmar as stars of "The Meanest Man in the World," Augustin MacHugh's play adapted by Joseph Julian. The play tells of the efforts of a cold-hearted lawyer to foreclose the mortgage of a whimsical old lady. The lawyer's kindly son, with the aid of a mouse named Soames and the elderly lady's pretty young friend, attempts to thwart the action, discovers that his kindness hampers both his career and his romance, and decides on a new course—meanness.

**Cast**

George .....	Wally Cox
Mrs. Hudson .....	Josephine Hull
Naomi .....	Betsy Palmer
Father .....	Kenny Delmar
Michael .....	Richard Hilton
Desk clerk .....	Parker Fennelly

"The Meanest Man in the World" appeared as a film in 1943. It starred Jack Benny, Priscilla Lane, Rochester and Edmund Gwenn.

**12 MOVIE—Drama**

*Feature Theater: "Things to Come."* Part 1. (English) The collapse of civilization and the world of the future are depicted. Raymond Massey, Ralph Richardson.

**10:30 3 THE FALCON—Drama**

"The Paper Finger." Thieves steal some secret papers by mistake. Charles McGraw, Robert Armstrong star. (Film)

**8 MR. DISTRICT ATTORNEY**

**10:45 6 33 ROCKY'S CORNER**

Rocky Graziano emcees this after-the-fights variety program. Vocalist Marion Colby and a band headed by trumpeter Bobby Hackett and pianist Buddy Weed supply the musical interludes.

**11:00 3 News—Taylor Grant**

**6 Newsreel—Frank Hall**

**8 Eleventh Hour News**

**10 News—John Facenda**

**12 Headline Roundup**

**11:10 3 Sports Spot—Jack Pyle**

**6 Weather—Jean Sargent**

**8 Regional News**

**10 Weather—Phil Sheridan**

**12 Sports Today—Bill Pheiffer**

**11:15 3 Judy Lee & the Weather**

**6 MOVIE—Western**

*Night Owl Theater: "Law of the Valley."* Johnny Mack Brown stars in this Western.

**8 Two for the Money**

Comedian Sam Levenson takes over as emcee. Herb Shriner is on vacation for the summer.

**10 Sports Final—Whitaker**

**12 MOVIE—Drama**

*Evening Playhouse: "Small Back Room."* (English; 1951) A lame, unpopular scientist has to dismantle an enemy bomb. David Farrar, Kathleen Byron.

**11:20 3 Tonight with Michael Ellis**

Michael Ellis interviews personalities from the stage and screen world.

**11:25 10 Five Minutes More**

Ed McMahon reviews, previews and gives views on show business.

**11:30 3 Tonight—Steve Allen**

The show features a remote from Grauman's Chinese Theater. (Hollywood)

**10 MOVIE—Drama**

*Late Show: "The Lost Moment."* (1947) An American publisher assumes another identity in order to delve into the past of a poet. Robert Cummings, John Archer.

**11:45 8 Today in Sports**

**11:50 8 Tonight—Steve Allen**

**1:00 3 News**

**1:05 3 Thought for Tomorrow**

Rev. Willard Scofield offers an inspirational message.

## MORNING

- 6:45** **3** **Thought for Today**  
Rev. Alvin Butz is this morning's speaker.
- 6:50** **3** **Market Reports, Weather**
- 7:00** **3** **8** **Today—Garroway**  
**10** **61** **Morning Show—Paar**
- 8:30** **6** **Romper Room**
- 8:55** **3** **Today with Mr. Rivets**  
Comedy capers with the mechanical man.  
**8** **Regional News**  
**10** **Mister & Missus—Features**  
Gene and Joan Crane entertain.
- 9:00** **3** **Let Scott Do It—Variety**  
**8** **Armed Services Cavalcade**
- 9:30** **6** **MOVIE—Drama**  
Morning Theater: "Danny Boy" is today's feature.  
**8** **Hymns of Faith—Music**
- 9:45** **8** **Spotlight on the Stars**
- 10:00** **3** **8** **Ding Dong School**  
Frances Horwich teaches kindergarten.  
**10** **Garry Moore—Variety**  
Foreign movie technique .....Cast  
French tune .....Denise Lor, Garry  
"Don't Worry 'Bout Me" .....Ken Carson
- 10:30** **10** **Arthur Godfrey**
- 10:45** **3** **Sheilah Graham**  
Actor Edward G. Robinson visits with Sheilah via film clips. Hollywood news.  
**8** **Reel Fun—Cartoons**
- 11:00** **3** **Home—Women's News**  
Making ice cream .....Kit Kinne  
Pattern adjustments .....Lucille Rivers  
Housewives abroad .....Australia (Film)  
California news .....Marge Trumbull

## Meet

## Steve Allen's

## MRS. STERLING

## IN YOUR NEW



## Out now

## 6 MOVIE—Western

Favorite Films: "His Brother's Ghost."  
Buster Crabbe stars as Billy the Kid.

- 8** **The Brighter Day—Serial**
- 11:15** **8** **Valiant Lady—Serial**
- 11:30** **8** **10** **61** **Strike It Rich—Quiz**

## AFTERNOON

- 12:00** **3** **33** **Tennessee Ernie**  
"I Can't Give You Anything but Love"  
.....Ernie Ford  
"Hot Potato Mambo" .....Doris, Molly  
"Don't Go in the Lion Cage Tonight"  
.....Ernie & band  
"Love Me or Leave Me" .....Doris Drew  
"Sixteen Tons" .....Ernie Ford
- 6** **Lunchtime Theater**
- 8** **TV Farmer—Crop Data**
- 10** **61** **Valiant Lady—Serial**  
Helen tells Mickey about the men Mrs. Sayre has hired to investigate her.
- 12:15** **8** **10** **61** **Love of Life—Serial**
- 12:30** **3** **Feather Your Nest—Quiz**
- 6** **MOVIE—Drama**  
*This Is Hollywood: "Big Timber."* An inexperienced boy has to cope with a logging camp and the jealousy of a worker. Roddy McDowall, Jeff Donnell.  
**8** **News—Nelson Sears**
- 10** **Search for Tomorrow**
- 12:40** **8** **Regional News—Whalen**
- 12:45** **8** **10** **The Guiding Light**
- 1:00** **3** **MOVIE—Drama**  
*Hollywood Playhouse: "Journey into Light."* (1951) A young minister's faith is shaken when his wife commits suicide. Sterling Hayden, H. B. Warner.  
**8** **Jack Paar Show**  
Jack's guest is comic Jonathan Winters. Edith Adams sings "Big Wide Wonderful World" and Jack Haskell follows with "Darling, Je Vous Aime Beaucoup." Jose plays Ravel's "Bolero."  
**10** **Shop 'n' Save—Buying Tips**
- 1:30** **8** **10** **Welcome Travelers**
- 1:50** **6** **Features for Women**  
Deborah Adams gives household hints.
- 2:00** **6** **61** **Robert Q. Lewis**  
Coal aff with Robert Q. and the crew as

they covort in a winter wonderland.  
 "Brr, It's Cold" .....Cast  
 "Ain't Winter Wonderful?" .....Robert Q.  
 "Winter Wonderland" .....Chordettes  
 "Winter Underwear" .....Cast  
 "Let It Snow" .....Betty Clooney  
 The Penguin .....Don Liberto  
 "Santa Claus" .....Cast

**8 From the Kitchen Door**  
**10 Cinderella Week-end-Quiz**

Bill Hart is the quizzing coachman who poses questions to four contestants who vie via buzzer and bell for a host of prizes.

**2:20 3 Rex Trailer—Variety**  
 The local Western star entertains the ladies with stories and songs of the plains.

**2:30 3 Pots, Pans, Personalities**  
 Mary Wilson interviews a guest and offers cooking and general tips to the homemaker.

**6 Musical Honeymoon**  
**8 Search for Tomorrow**  
**10 61 House Party—Fun**

Guest is Att. Richard Maddox.

**12 Music Box—Songs**

**2:45 8 Today with Kay—Features**

**3:00 3 33 Ted Mack—Variety**  
 Handsome Dick Lee is the featured vocalist.

**6 Bandstand—Bob Horn**

The latest tunes and dance fads are played for the teen-age dancers in the studio. Recording and show business celebrities are interviewed by emcee Horn. *The third annual Bandstand picnic will be held at Woodside Park on July 28.*

**8 61 The Big Payoff—Quiz**

Bess Myerson and Randy Merriman host an audience participation quiz.

**10 Please Find—Participation**

Ed McMahon emcees this TV version of an old-fashioned scavenger hunt, featuring women organization members as contestants.

**12 Film Feature—Western**

Matinee Theater: "Western Cyclone." A crooked gang tries to frame an outlaw

and the governor who has faith in him. Buster Crabbe, Al St. John.

**3:30 3 8 It Pays to Be Married**  
**10 Bob Crosby—Music**

The Bobcats, the Modernaires and Joan O'Brien take part in this musical matinee.

**12 Demonstrations—Foods**

**4:00 3 8 Way of the World**

Paula meets Mrs. Greystock, her boy friend's mother. Gena Rowlands, Mark Roberts are the stars.

**10 The Brighter Day—Serial**

The silver clock has vanished!

**12 Kitchen Classics**

Carrielle Lee Lounsbery presents recipes for homemakers.

**4:15 3 First Love—Serial**

McKee breaks Zach down on the stand. Jay Barney, Tod Andrews.

**8 10 61 Secret Storm—Serial**

**4:30 3 World of Mr. Sweeney**

Cicero is trapped into speaking before the ladies' club. Charles Ruggles. (Film)

**8 10 On Your Account**

Dennis James plays host to contestants who have their choice of questions with which to build a cash award.

**12 This Is Delaware Park**

The featured race of the day is televised, with Bryan Field calling the turf activity and holding post-race paddock interviews.

**4:45 3 Modern Romances**

Mitch wants to take Kenny to California.

**5:00 3 8 33 Pinky Lee Show**

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## 6 Hopalong Cassidy Show

(1) Young Eagles: Part 5. (2) Hopalong Cassidy: "Three Men from Texas." Texas rangers war against crooks stealing land grants. William Boyd.

## 10 Range Rider—Western

"Blind Canyon." A courageous blind boy regains his sight and helps the Range Rider. Jack Mahoney. (Film)

## 12 Dance Time—Tom Roberts

In-studio teen-agers dance to the latest pop tunes.

## 5:30 3 8 33 Howdy Doody

The Princess delivers an important note to Mr. Nick.

## 10 Willie and Carny

The worm and the clown feature Looney Tune cartoons.

## EVENING

## 6:00 3 Fun House—Pete Boyle

## 8 Annie Oakley—Western

Gail Davis is featured in this episode from the adventures of the sharp-shooting Annie.

## 10 The Adventurer—Action

Capt. Nemo takes the viewers on safaris to deep Africa, explorations of caverns, deep sea diving, etc.

## 12 Film Feature—Western

## 6:25 10 Earl Selby and Mr. Fixit

## 6:30 3 MOVIE—Mystery

Award Theater: "Incident." (1948) A man and a woman insurance investigator set out to solve a murder mystery. Jane Frazee, Warren Douglas.



Miss somebody miles away? Talk to them now by Long Distance

Rates are lower after 6 o'clock every night and all day Sunday.

PHILADELPHIA TO CINCINNATI...\$1.00

Station-to-Station rate for first 3 minutes. Add 10% tax.

## 6 Rainbow Theater

Foy Willing and the Riders of the Purple Sage are featured.

## 8 Sports, Weather, News

## 10 Hollywood Star Theater

"The Indirect Approach." A girl wins the man by pretending to want another. Corinne Calvert, Robert Stack.

## 12 News—Hal Woodard

## 6:45 6 Newsreel—Frank Hall

## 12 Weatherman—Buck Ross

## 6:50 12 Time Out—Bill Pheiffer

News, views and reviews of sports happenings are presented.

## 6:55 6 Weather—Jean Sargent

## 10 News—John Facenda

## 7:00 6 SOUPY SALES

## 8 STAGE 5—Drama

## 10 BOSTON BLACKIE—Drama

Blockie must solve a murder which is committed at a party he attends. All evidence of guilt points to the dead man's business partner. Kent Taylor.

## 12 PANORAMA—Jack Reynolds

## 7:15 6 NEWS—John Daly

## 8 THE AMES BROTHERS

## 12 WILMINGTON REPORT

## 7:25 3 NEWS—Taylor Grant

## 7:30 3 8 DINAH SHORE

## 6 LONE RANGER—Western

"Death Goes to Press." An ambitious assistant editor seeks to gain control of a whole town. The Lone Ranger steps in to protect the citizens from the journalist's schemes and maintain true freedom of the press. Clayton Moore. (Film)

## 10 61 NEWS—Doug Edwards

## 12 MOVIE—Musical

Evening Playhouse: "Second Chorus." A couple of entertainers are rivals in love and work. Fred Astaire, Poulette Goddard, Burgess Meredith.

## 7:45 3 8 NEWS—Swayze

## 10 PATTI PAGE—Songs

Patti sings "Angry" and "I Went to Your Wedding." The Page Five singers join her for "Whotever Lola Wants" and then sing "Son Antonio Rose." (Film)

## 8:00 3 8 33 GROUCHO MARX

Groucho's grilling: dance instructress Ann

Reardon and bank employee Bill Eddy; Shirley Lestell, singer of commercials, and weight-lifter Charles Sandoval; and "spinster" Mory Sackett and New Zealand "ham" radio operator Athol Smerdon. The winning couple will try for tonight's \$3000 jackpot. (Film)

**6 57 SOLDIER PARADE**  
**10 BOB CUMMINGS SHOW**

"Chuck Goes Hollywood." Chuck is afflicted with a bad case of swelled head when his picture appears on the cover of a teen-age magazine. Schultz, Bob and Margaret try to discover the cure. (Film)

**Cast**

Bob Collins ..... Bob Cummings  
 Margaret ..... Rosemary DeCamp  
 Chuck ..... Dwayne Hickman  
 Schultz ..... Ann B. Davis  
 Francine ..... Diane Jergens

**8:30 3 MAKE THE CONNECTION**

**DEBUT** Actress Betty White, actor Eddie Brocken and disc jockey Gene Klavan try to guess when, where, why and how the paths of their guests have crossed in the past. Jim McKay moderates.

**8 EDDIE CANTOR—Comedy**

The Museum of Natural History asks Eddie for sketches and songs representing show business to be enclosed in a time capsule for audiences 10,000 years from now. (Film)

**10 61 CLIMAX!—Drama**

Paul Henreid, Evelyn Keyes and Mary Astor star in "Wild Stallion," from William Faulkner's story, "Knight's Gambit." A handsome, devil-may-care fortune hunter makes his home with a well-to-do southern family. He is attracted at first to the daughter, until he discovers the mother is the one who holds the key to the family fortune. The TV adaptation was done by De Witt Bodeen. (Hollywood).

**Cast**

Capt. Sebastian Gualdres....Paul Henreid  
 Laura Horris.....Evelyn Keyes  
 Mrs. Horris.....Mory Astor  
 Max Horris.....Richard Long  
 Hence Cayley.....Kathleen Crowley  
 Govin Stevens.....Wilton Graff

Suspenseful drama, live  
 from Television City, Hollywood!

**"CLIMAX!"**

**THURSDAY NIGHT, JULY 7**

**8:30-9:30 CH. 10 61**



**"WILD STALLION"**

by **WILLIAM FAULKNER**

**STARRING**

**PAUL HENREID**  
**EVELYN KEYES**  
**MARY ASTOR**  
**RICHARD LONG**

your host **BILL LUNDIGAN**

**PRESENTED BY**

**CHRYSLER CORPORATION**

Plymouth • Dodge • DeSoto  
 Chrysler • Imperial

## 9:00 **3** **8** **33** DRAGNET—Drama

A forgotten overcoat is Jae Fridoy's only clue in a series of jewelry store robberies. In the packet is an important telephone number. (Film)

### Cast

Sgt. Joe Fridoy ..... Jack Webb  
 Frank Smith ..... Ben Alexander  
 Virginia Brewer ..... Lillian Buyeff  
 Lenore King ..... Dee Corroll  
 Robert Gordon ..... Pot O'Neal  
 Capt. Didion ..... Art Gilmore  
 Wolter Meyers ..... Howard Wendell

## **6** STAR TONIGHT—Drama

Tonight's new star is Theadore Bikel, in "Faotfol's," Wilbur Daniel Steele's story of a Portuguese fisherman and his wastrel son living in New England. One day their baarder, a bank clerk, comes into possession of a quantity of gold coins. The same day the house burns down and a dead body is found among the oshes.

## **12** DELAWARE GALLERY

"A Good Place to Live In." Civic enterprises and available services in Delaware are discussed by Eleanor Glenn.

## 9:30 **3** **8** FORD THEATRE—Drama

Done Clark, Barbora Hale and Clea Moore star in "Remember to Live." Joe Travis, a young artist, returns from Korea and discovers he is unable to paint. Depressed, he turns to Lono, a beautiful model, to forget his troubles. (Film)

### Cast

Joe Travis ..... Done Clark  
 Morto Linden ..... Barbora Hale

Lona ..... Cleo Moare  
 Kothy Johnson ..... Judy Nugent  
 Tom O'Brien ..... Richard Wessel  
 Hans ..... Paul Brinegar  
 Bert ..... Rolph Peters  
 Ed ..... Charles Wotts

## **6** THEATER—Drama

Joon Lorring, Cameron Prud'homme and John Cassavetes star in "Coquette," the admired Broadway play in which Helen Hayes starred when it opened in 1927. A proud man is determined that his vivacious daughter shall marry a promising and wealthy lad they know. But she is in love with a boy who has very little money. The father-daughter conflict is violent. Co-authors of "Coquette" are Broadway producer George Abbott and Ann Prestan Bridgers.

### Cast

Normo Besont ..... Joon Lorring  
 Dr. Besont ..... Cameron Prud'homme  
 Michael ..... John Cassavetes  
 Mr. Wentworth ..... Russell Hicks  
 Stanley ..... James Broderick  
 Jimmy ..... Richard Morse  
 Julio ..... Rosetta Le Noiré  
*This is the last play in the current series.*

## **10** FOUR STAR PLAYHOUSE

Charles Boyer stars in "The Doctor and the Countess." Aboard a trans-Atlantic liner to Europe, a noted surgeon receives a request from a beautiful Italian countess to perform a strange operation. Based on an actual experience of Dr. Maxwell Moltz, from his autobiography, "Dr. Pygmalion." (Film)

### Cast

Dr. Giboux ..... Charles Boyer  
 Andrea ..... Corleton Young  
 Steward ..... Dan Kohler  
 Little Boy ..... Freddy Ridgeway  
 Cauntess ..... Paulo Raymond  
 Dr. Lawrence ..... Moyden Rarke  
 Little Girl ..... Dorlo Lee Ridgeway

## **12** THIS IS THE LIFE—Religion

"Ours—But Not to Keep." In his youthful excitement, a young boy squanders his first pay check. Grandpa Fisher lectures him on the evils of wastefulness. (Film)



DANE CLARK

BARBARA HALE

**REMEMBER TO LIVE**

**CHANNEL **3** **8** • 9:30 P.M.**

**10:00 3 MOVIE—Mystery**

*Mystery Hour:* "I Love Trouble." A wealthy wife receives threatening letters, and the investigating detective finds himself involved in a murder case. Franchot Tane, Janet Blair.

**8 33 VIDEO THEATER—Drama**

**10 JOHNNY CARSON SHOW**

Singer Jana Ekelund is the regular featured vocalist. Johnny's satirical skits tonight include: 1. The mystery guest on a TV quiz show. 2. An explanation of how television works. 3. A report to the Nation on today's youth. (Hollywood)

**12 MOVIE—Drama**

*Evening Playhouse:* "Things to Come." Part 2. (English) The collapse of civilization and the world of the future are depicted. Raymond Massey, Ralph Richardson are the stars.

**10:30 6 MOVIE—Drama**

*Diamond Theater:* "Strange Impersonation." A scientist and her jealous assistant are both in love with the head physician. Brenda Marshall, William Gargan.

**10 DEATH VALLEY DAYS**

"Little Papeete." The romance of a pretty restaurant owner and a miner is getting along famously until the arrival of the town's new fire engine, "Little Papeete." The miner is more fascinated by the fire engine than the charms of his girl friend.

**Cast**

Susan Pellet .....Emily Heath  
Milo Clark .....Richard Avonde  
Kitty Crane .....Regina Gleason  
Judge Bolton .....Hal Smith  
Matt Brady .....Bruce Payne

**11:00 3 News—Taylor Grant**

**8 Eleventh Hour News**

**10 News—John Facenda**

**12 Headline Roundup**

**11:10 3 Sports Spot—Jack Pyle**

**8 Regional News**

**12 Weather—Phil Sheridan**

**12 Sports Today—Bill Pfeiffer**

**11:15 3 Judy Lee & the Weather**

**8 Johnny Carson**

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night include: 1. The mystery guest on a TV quiz show. 2. An explanation of how television works. 3. A report to the Nation on today's youth. (Hollywood)

**10 Sports Final—Whitaker**

**12 MOVIE—Drama**

*Evening Playhouse:* "The Devil and Daniel Webster." For a box of gold and seven years of good luck, a farmer makes an unholy pact with the devil. Walter Huston, Edward Arnold.

**11:20 3 Tonight with Michael Ellis**

The former Broadway producer casually talks with personalities from stage, screen and television.

**11:25 10 Five Minutes More**

Ed McMahon converses with his audience about show business.

**11:30 3 Tonight—Steve Allen**

Steve's guests include: songstress Dolores Hawkins and bandleader-comedian Phil Harris. (Hollywood)

**10 MOVIE—Comedy**

*Late Show:* "No Smoking." A country dentist causes a panic with "no smoking" pills. Reg Dixon, Peter Martyn.

**11:45 6 Newsreel—Frank Hall**

**8 Today in Sports**

**11:50 8 Tonight—Steve Allen**

**11:55 6 Weather—Jean Sargent**

**12:00 6 Racket Squad—Drama**

"The Perpetual Pellet." A gas substitute turns out to be a fraud. Reed Hadley.

**1:00 3 News**

**1:05 3 Thought for Tomorrow**

Rev. Jahn J. Lynch is the speaker.

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## MORNING

- 6:45** **3** **Thought for Today**  
Rev. James Murphy speaks.
- 6:50** **3** **Market Reports, Weather**
- 7:00** **3** **8** **Today—Garraway**  
The entire gang is at Atlantic City for a session of summer fun.
- 8:30** **10** **61** **Morning Show—Faulk**  
**8** **Romper Room**  
Miss Claire teaches kindergarten.
- 8:55** **3** **Today with Mr. Rivets**  
**8** **Regional News**  
**10** **Mister & Missus—Features**  
Swami Balmi assists the Cranes.
- 9:00** **3** **Let Scott Do It—Variety**  
Alan Scott is the host and is assisted by the Mechanical Man and Miss Terry.
- 8** **Big Picture—Army Film**
- 9:30** **6** **MOVIE—Drama**  
Morning Theater: "Big Timber." (1950)  
An inexperienced man copes with the operation of a logging camp and the jealousy of a fellow worker. Roddy McDawall.
- 8** **Hymns of Faith—Music**
- 9:45** **8** **Spotlight on the Stars**
- 10:00** **3** **8** **Ding Dong School**  
**10** **Garry Moore—Variety**  
British "Dragnet" .....Cast Sang selections .....Mello-larks Comedian .....Cliff Narton Garrytane news .....Garry "I'll Fall in Love Again" .....Denise Lar "Rackaway Beach" .....Denise, Ken Carson "Las Vegas" .....Ken
- 10:45** **3** **Sheilah Graham**  
Last chapter in the story of actor Edward G. Robinson who appears via film.
- 8** **Swap Shop**
- 11:00** **3** **Home—Women's News**  
Pattern adjustments .....Lucille Rivers Fashion show .....Lucille Rivers Flower and herb teas .....Kit Kinne Tea warehouse .....Darsey Cannars Washington news .....Esther Tufty
- 6** **MOVIE—Western**  
**8** **The Brighter Day—Serial**  
**8** **Valiant Lady—Serial**  
**11:30** **8** **10** **61** **Strike It Rich—Quiz**

## AFTERNOON

- 12:00** **3** **33** **Tennessee Ernie**  
"On a Sunday by the Sea"  
.....Ernie, Daris, Mally  
"Crew Cut and Baby Blue  
Eyes" .....Mally Bee  
"A Blassam Fell" .....Skip Farrell  
"Watermelon Weather"  
.....Ernie, Daris Drew  
"His Hands" .....Ernie
- 6** **Lunchtime Theater**  
**8** **TV Farmer—Crop Data**  
**10** **61** **Valiant Lady—Serial**  
Diane feels herself a pawn between Gerard and Prestan. Sue Randall.
- 12:15** **6** **All About Baby**  
Registered Nurse Ruth Crawley talks about early training of infants and about baby talk. (Chicago)
- 8** **10** **61** **Love of Life—Serial**
- 12:30** **3** **Feather Your Nest—Quiz**  
**6** **MOVIE—Drama**  
This Is Hallywaad: "Boys of the City." A notorious gang takes refuge in the mountains. Babby Jordan, Lea Gorcey.
- 8** **News—Nelson Sears**  
**10** **Search for Tomorrow**
- 12:40** **8** **Regional News—Whalen**
- 12:45** **8** **10** **The Guiding Light**
- 1:00** **3** **MOVIE—Drama**  
Hallywaad Playhouse: "The Sullivans."  
Five brothers enlist in the Navy right after the disaster at Pearl Harbor. Anne Baxter, Thomas Mitchell.
- 8** **Jack Paar Show**  
Burl Ives visits Jack Paar. Edith sings "I Wanna Be Laved by You" and Jack Haskell sings "Fanny." Jase plays "Lovers."
- 10** **Homemaker's Matinee**  
"Ever Since That Day." A Karean veteran realizes his dreams in this zany comedy. Robert Stack, Audrey Tatter, Edward Arnold are featured. (Film)
- 1:30** **8** **10** **Welcome Travelers**
- 1:50** **6** **Features for Women**
- 2:00** **6** **61** **Robert Q. Lewis**  
"My Hera" .....Jane Wilson  
R. R. Q. ....Robert Q.



"Too Much Mustard" .....Roy Bloch  
 "Nobody's Sweetheart" .....Robert Q.  
 "A Good Man Is Hard to Find"  
 .....Betty Clooney  
 "Sweet Sue" .....Don Liberta  
 "Five Foot Two" .....Cost

**8 From the Kitchen Door**  
**10 Cinderella Week-end-Quiz**

Bill Hort quizzes four ladies from the audience who vie for the grand prize.

**2:20 3 Rex Trailer-Variety**  
 Rex Trailer presents Western songs and stories.

**2:30 3 Pots, Pans, Personalities**  
 Mory Wilson is hostess of a half-hour show offering household hints.

**6 Musical Honeymoon**  
**8 Search for Tomorrow**  
**10 61 House Party-Fun**

Singer Clark Dennis pays Art a visit today.

**12 Music Box-Songs**

**2:45 8 Today with Kay-Features**  
 Kay Cuskey presents a personality.

**3:00 3 33 Ted Mack-Variety**  
 Emcee Ted Mack presents a guest "personality" and a variety of talent. Dick Lee is the featured vocalist.

**6 Bandstand-Bob Horn**  
**8 10 61 The Big Payoff-Quiz**  
**12 MOVIE-Drama**

Matinee Theater: "The Payoff." Lee Tracy, Jack LaRue are co-storred.

**3:30 3 8 It Pays to Be Married**  
**10 Bob Crosby-Music**

**4:00 3 8 Way of the World**  
 Disaster strikes at the Greystock home.

**10 The Brighter Day-Serial**

Lydio makes a confession to a startled Danold. Walter Brooke, Murial Williams.

**12 Kitchen Classics**

Carriabelle Lee Lounsbery presides.

**4:15 3 First Love-Serial**  
 A bottle cork points to the true murder just as the judge is about to charge the jury.

**8 10 61 Secret Storm-Serial**

**4:30 3 World of Mr. Sweeney**  
 Marge finds on uninvited guest at her house. Helen Wogner.

**8 10 On Your Account**

Dennis James emcees the quiz.

**12 This Is Delaware Park**

**4:45 3 Modern Romances**  
 Sheila persuades Mitch to give himself up to the police.

**5:00 3 33 Pinky Lee Show**  
 The zony comedian heads an afternoon variety show with Jimmy Brown helping him out. (Hollywaad)

**6 Hopalong Cassidy Show**

(1) Young Eagles: Part 6. (2) Hopalong Cassidy: "Bar 20 Justice." Hoppy goes after outlaws for murder and theft. William Bayd, Gabby Hayes.

**8 Slapstick Theater**  
**10 Terry and the Pirates**

"The Moitland Affair." Terry Lee and Hatshot ore suspicious of a man who says he's Dr. Moitland from the U.N. Jahn Baer plays Terry Lee. (Film)

**12 Dance Time-Tom Roberts**

Teen-agers donce to populor records in the Wilmington studio.

**5:15 8 House Party-Fun**

**5:30 3 8 33 Howdy Doodly**  
 Sonly McTavish is so disgusted with Wildcat Wilbur that he decides to return to Scotland.

**10 Willie and Carny**

Looney Tunes cartoons ore featured.

EVENING

**6:00 3 Fun House-Pete Boyle**  
 Uncle Pete presents the "Lil' Roscals."

**8 Film Feature-Western**

**10 The Adventurer-Action**

**12 Film Feature-Western**

**6:25 10 Earl Selby and Mr. Fixit**

**6:30 3 MOVIE-Western**  
 Six Gun Cinema: "Prairie Schooners." Bill Elliott, Evelyn Young, and Dub Taylor are the featured stors.

**6 Sports Time-Harry Wismer**

**8 Sports, Weather, News**

**10 Hollywood Star Theater**

"They Also Serve." A happy marriage is endangered on the eve of the husband's departure for war. John Hodiak.

- 6:45 **12** News—Hal Woodard  
**6** Newsreel—Frank Hall  
**12** Weatherman—Buck Ross  
 6:50 **12** Time Out—Bill Pheiffer  
 6:55 **6** Weather—Jean Sargent  
**10** News—John Facenda

7:00 **6** SOUPY SALES

**8** FILM FEATURE—Docum.

"Mediterranean Cruise" is the subject of tonight's film.

**10** BADGE 714—Drama

"The Big Lover." Friday and his partner are assigned to find a man who is swindling women after ransacking them. Jack Webb is Jae Friday.

**12** PANORAMA—Jack Reynolds

7:15 **6** NEWS—John Daly

**12** POST TIME, U.S.A.—Racing

7:25 **3** NEWS—Taylor Grant

7:30 **3** **8** MATT DENNIS SHOW

**6** RIN TIN TIN—Drama

"The Babe in the Woods." Jesse Harkness and his two henchmen kill a miner to get possession of his claim. The claim papers, however, are hidden on the victim's baby, who is found by Rinty in the woods. (Film)

Cast

Rusty .....Lee Aaker  
 Lt. Masters .....James Brown  
 Jesse Harkness .....Myran Healey  
 Manning Pringle .....Ray Erwin  
 Mallie McCoy .....Cannie Cezan  
*He works like a dog. Story on page 13.*

**10** **61** NEWS—Doug Edwards

**12** MOVIE—Drama

Evening Playhouse: "Small Back Room." (English; 1951) A lame, unpopular scientist has to dismantle an enemy bomb. David Farrar, Kathleen Byran.

7:45 **3** **8** NEWS—Swayze

**10** JULIUS LA ROSA

Julius' guest is singer Jaye P. Margan, who joins him in singing "Chee Chee Oo Chee." Julius does "My Lady Loves to Dance," "Love Me or Leave Me" and "Melody of Love."

8:00 **3** **8** MIDWESTERN HAYRIDE

**6** TO BE ANNOUNCED

**10** **61** PANTOMIME QUIZ

**RETURN** Mike Stokey is back with his popular parlar charade game. Six regular members and two guests, divided into two teams, compete each week. The regulars: actress Darathy Hart, former middleweight champ Racky Graziana, singer-dancer Carol Haney, Gallic singer Robert Clary and actors Hans Conried and Jackie Coogan.

8:30 **3** **8** **33** LIFE OF RILEY

"Riley Balances the Budget." To add to the family's income, Riley takes a job in a department store. Peg and the children believe he is working very hard, and Riley finds himself forced to keep up the impression. William Bendix, Marjorie Reynolds. (Film)

**6** **57** T-MEN IN ACTION

"The Case of the Tarnished Lady." A part employee in a Paris travel agency actually serves as a front in a perfume-smuggling operation from France to the U.S. (Film)

Cast

Chief .....Walter Greaza  
 Nancy .....Mary Anderson  
 Jacques Verdum .....Stephen Bekassy  
 Bill .....Kenneth Tobey

**10** **61** TOPPER—Comedy

"The Army Game." Tapper is shocked when he receives his Army induction papers. To add to his troubles the Kerbys decide to "aid" him on his physical. Lea G. Carroll, Robert Sterling, Anne Jeffreys.



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PHILADELPHIA TO ATLANTA... \$1.10

Station-to-Station rate for first 3 minutes. Add 10% tax.

**9:00 ③ ⑧ BIG STORY—Drama**

City editor Joseph Azbell of the Montgomery, Ala., Advertiser is enlisted by a mystery man to act as the go-between in an extortion plot. Azbell allows the FBI to use his home during on investigation into the extortionist's actions. *This is the last show of the season. Next week at this time, Best in Mystery presents half-hour film dramas.*

**⑥ FILM FEATURE—Docum.**

"The Miracle City." The story of the activities of Levittown, Pa., is dramatized.

**⑩ PLAYHOUSE OF STARS**

An "Ambitious Cop"—he wants to become a district attorney—kills an old friend in a gun duel. Now he must reckon both with the public, who think he's a killer, and with angry mobsters.

**Cast**

Joe Devlin .....Gene Evans  
 Arthur Heoly .....Doyton Lumms  
 Dr. Jacob Gerski .....John Stephenson  
 Mary Gerski .....Noreen Nosh  
 Albert Stewart .....Lou Krugman  
 Superintendent .....Byron Foulger

**⑫ ANSWERS FOR AMERICANS**

**9:15 ⑥ RAINBOW THEATER**

Foy Willing and the Riders of the Purple Sage entertain with music.

**9:30 ③ ⑧ DEAR PHOEBE—Comedy**

"And So to Wed." Bill's startled when an angry woman comes into the newspaper office and accuses him of being the husband who walked out on her and her two offspring, five years before. Bill "Phoebe" Hostings: Peter Lawford. Mickey Riley: Morcia Henderson. Fosdick: Charles Lane. Humphrey: Joe Carey. (Film)

**⑥ ⑤7 THE VISE—Film Drama**

"The Stronghold." About to marry, a successful businessman is visited by his first wife whom he thought dead. Before he is through, both the wife and his valet have tried to blackmail him. Ron Randell introduces this English film.

**Cast**

Peter Stonhope .....John Bentley  
 Suson .....Maureen Swanson

Brookes .....Christopher Lee  
 Betty .....Mory Lauro Wood  
 Chief Insp. Hunt .....Colin Tapley  
 Stevens .....Bruce Beeby

**⑩ RAY MILLAND SHOW**

"Chinese Lucy." The professor's wife attends a chority auction and bids for a "mystery" package. It turns out to be a statue of Chinese god that arouses the interest of Prof. Wong. Phyllis Avery plays Peggy McNulty and Keye Luke appears as Prof. Wong. (Film)

**⑫ BIG PICTURE—Army Film**

"The First Cavalry Division in Korea." Mechanized "troopers" keep alive the cavalry's legendary bravery. (Film)

**10:00 ③ ⑧ SPORTS NEWSREEL**

Horse racing: the Delaware handicap for three-year-olds. Skiing: summer ski jump from Lake Placid. Matarcycle racing: national championship races in Dodge City, Kon. Baseball: preview of All Star Game. Baxing preview of the July 22 middleweight bout between Sugar Ray Robinson and Rocky Castelloni in San Francisco.

**⑥ DAMON RUNYON THEATER**

Foy Bainter stars in "Teacher's Pet." A bookie leaves his bookmaking empire to his old schoolteacher. She doesn't realize what she has until another racketeer tries to take over. (Film)

**Cast**

Emilie .....Foy Bainter  
 Tony Rose .....Gene Evans  
 Bo Peep .....Adele Jergens  
 Bunions O'Leary .....Clegg Hoyt  
 Soopy Dixon .....Joseph Downing  
 Gloomy Bates .....Sidney Melton  
 Paul Clayton .....Paul Keast

**⑩ UNDERCURRENT—Drama**

"Pols to the End." Brian Keith stars in a story about two men and their search for a valuable mineral mine. If only one of them discovers its locale, there will be no need to share the fabulous wealth. (Film)

**Cast**

Joe Kelly .....Brian Keith

*Continued on page A-48.*

Gus Brennar .....Robert Armstrong  
 Muller .....Norman Keats  
 Nellie .....Evelyn Scott  
 Shepherd .....Tom London

### 12 MOVIE—Drama

Evening Playhouse: "Sins of the Children." The parents of a young couple in love try to prevent their marriage. Eric Linden, Cecilia Parker.

### 10:30 3 FIGHTERS IN ACTION

#### 6 MAIN EVENT WRESTLING

Warren Bockwinkle meets Wilbur Snyder.

#### 8 SO THIS IS HOLLYWOOD

"He Done Her Wrong." A seductive blonde threatens to steal Queenie's boy friend, Hubie. To retaliate, Queenie dates former heavyweight champ Max Baer.

#### Cast

Queenie .....Mitzi Green  
 Hubie .....Gordon Jones  
 Blonde .....Joi Lansing  
 Max Baer .....Himself  
 Kim .....Virginia Gibson  
 Andy .....Jimmy Lydon

### 10 WINDOWS—Drama

**DEBUT** The premiere program in this live series is "The Outing," by Julia Savarese. The children between the ages of five and 15 in a small town have all gone off to the annual picnic. It's now long past the time when they should have returned, but there's not a child in sight.

### 10:45 3 HEADLINES ON PARADE

#### 12 OPPORTUNITY UNLIMITED

### 11:00 3 News—Taylor Grant

#### 8 Eleventh Hour News

#### 10 News—John Facenda

#### 12 Headline Roundup

### 11:10 3 Sports Spot—Jack Pyle

#### 8 Regional News

### 10 Weather—Phil Sheridan

### 12 Sports Today—Bill Pheiffer

### 11:15 3 Judy Lee & the Weather

#### 8 Damon Runyon Theater

Fay Bainter stars in "Teacher's Pet." A bookie leaves his bookmaking empire to his old schoolteacher. She doesn't realize what she has until another racketeer tries to take over. (Film)

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 Bu Peep .....Adele Jergens  
 Bunions O'Leary .....Clegg Hoyt  
 Soapy Dixon .....Joseph Downing  
 Gloomy Bates .....Sidney Melton  
 Paul Clayton .....Paul Keast

### 10 Sports Final—Whitaker

### 12 MOVIE—Musical

Evening Playhouse: "Second Chorus." A couple of entertainers are rivals in love and work. Fred Astaire, Paulette Goddard, Burgess Meredith.

### 11:20 3 Tonight with Michael Ellis

Entertainment celebrities chat informally with Broadway producer Ellis.

### 11:25 10 Sports Corner—Campbell

### 11:30 3 Tonight—Steve Allen

Steve and the gang listen to the keyboard melodies of jazzman Art Tatum. He's among those who join in tonight's fun.

#### 6 Newsreel—Frank Hall

#### 10 MOVIE—Mystery

Late Show: "Sword's Edge." Milly Vitale and Peter Trent are featured.

### 11:40 6 Weather—Jean Sargent

### 11:45 6 MOVIE—Drama

Night Owl Theater: "Flying Serpent." A mad archeologist discovers the lost treasure of Montezuma. George Zucco.

#### 8 Today in Sports

### 11:50 8 Tonight—Steve Allen

#### 1:00 3 News

#### 1:05 3 Thought for Tomorrow

Rev. John W. McKelvey speaks.

To really enjoy TV,  
 read **TV GUIDE** every week

Stations reserve the right to make last-minute changes.

# These Animals Aren't So Dumb!



Lassie

## Rin Tin Tin And Lassie Put Most TV Actors To Shame

If you happen to own a dog who can obey hand signals, carry a live rabbit in its teeth without succumbing to the law of the jungle, and stay two jumps ahead of a troop of charging cavalry, you've got it made.

Two such dogs are currently grossing something like \$100,000 a year for their respective owners. These four-footed jaekpots are, of course, Rin Tin Tin and Lassie. Actually, they are Rin Tin Tin IV and Lassie, Jr. The original Rinty, who dates back to the days of the original Barrymores, is dead; the original Lassie, now 14, lives in quiet retirement.

The name's the thing, however, and the magic of these two particular names has lifted a pair of TV shows so high on the ratings list, their first season out, that many a more experienced, human-type star **continued**

## Lassie Speaks For Himself —But Not Rin Tin Tin

has reason to blush. *Rin Tin Tin* is currently being quoted at 37.6; and *Lassie* at 30.3, although the *Lassie* people are quick to point out that Rinty's show airs twice a week and his rating is a cumulative one.

The fan mail these two pups draw is a caution. *Lassie* alone pulls an average of 2000 letters a week, which suggests there are more literate dogs in the world than might be supposed. The rest of the *Lassie* cast draw another 3000 letters a week. Rinty's mail is equally overpowering. During a recent contest to name one of Rinty's pups, the mail count ran to 700,000.

Financially, the dogs do better than most of us (though not so well as their owners). Both Rudd Weatherwax, *Lassie*'s owner-trainer, and Lee Duncan, who operates Rinty, are close-mouthed on the subject of money, but it's a fact that *Lassie* commands \$2000 for a personal appearance and grosses around \$20,000 a year from this source alone. His appearance with Bob Hope recently in a take-off on *This Is Your Life* paid him \$2500. At such prices, dog food can be laced with caviar.

Rinty, whose scripts make him the more adventuresome of the two, is perhaps the hardest working star in TV today. During the course of this first season, he has been called on to mess around with a cougar, an eagle, a chimpanzee, a baby lamb and a brave rabbit. The rabbit, resigned to giving its all for its art, allowed itself to be carried in Rinty's mouth—a story it has lived to tell its children.

The story line frequently calls for Rinty to lead a troop of U.S. Cavalry to the rescue. The dog literally risks his life every time such a shot is taken, for there is no way to fake it. The horses are at the dead gallop, as horses always are on TV, and Rinty

is plugging along just two jumps ahead of them. One slip, one false step . . . no more dog. Trainer Duncan attributes 89 percent of his gray hair to these sequences. No more dog, no more income.

For one recent episode, Duncan brought Rinty into the studio all slicked up and ready to shoot as usual. He had forgotten, however, that the sequence to be shot called for Rinty to have emerged, just a few minutes before, from a mud hole. It took two make-up men 45 minutes to beautify Rinty in reverse.

Duncan and Weatherwax cluck over their charges like a brace of mother hens. It took several weeks of delicate negotiations before both camps would agree to let the two dogs pose together for a TV GUIDE cover. The afternoon it was shot, the tension in the photographer's studio had everybody but the dogs themselves verging on nervous prostration.

"My dog," Weatherwax muttered darkly, "never started anything in his life. But if that other dog starts anything, *Lassie* will tear him apart."





◀ Another smart dog on TV: Buck, of *Topper*, plays chess—it says here. Humans: Anne Jeffreys, Bob Sterling.

work, and he, too, uses a double only where absolutely necessary. He makes considerable use, however, of a voice double. His stand-in is considered a superior growler and snarler.

Both trainers, incidentally, are touchy to the point of truculence on the subject of stand-ins, a situation apparently brought on by widespread reports following Lassie's exit from MGM two years ago. Lassie's solo identity was jealously guarded during his movie days and mention of even a single stand-in was taboo.

When TV GUIDE first broached the subject more than a year ago, one of Lassie's press agents paled visibly and muttered, "You never heard it from me." Yet the following day, no less than four beautiful collies showed up for a picture-taking session. Just what difference it makes is apparently the trainers' own personal secret. What counts is that Lassie and Rinty remain single entities in the hearts of a good many children who couldn't care less that two different dogs might be appearing.

Both dogs work almost exclusively on hand signals, with occasional voice signals when the sound track can be cut out. Neither dog has ever been known to get out of hand and the show's directors claim they get less back talk (bark talk?) from the animals than they do from live actors. The two trainers guard their charges zealously. Only the two boys involved, Tommy Rettig with Lassie and Lee Aaker with Rinty, have the privilege of working the dogs or romping with them between "takes."

One thing is sure. Considering the limitations on what a dog can do with money, Duncan and Weatherwax are quite probably the two wealthiest "stage mothers" in show business.

"My dog," Duncan muttered a few minutes later, "never started anything in his life. But if that other dog starts anything, Rinty will tear him apart."

(Actually, the two trainers are friends of long standing, but in a situation where a torn ear could mean the loss of thousands of dollars, friendship gets pigeonholed.)

The two dogs, it should be reported, behaved like perfect gentlemen.

Weatherwax is incensed over stories which claim Lassie is actually four dogs and that the real Lassie is used only in close-ups.

"It isn't the original Lassie, no," he readily admits, "but he is Lassie, Jr., and that's *the* Lassie of the TV show. He appears himself in 98 percent of the shots. We use his brother only when it's impossible for Lassie himself to be used. If there's been a tough fight scene, for instance, and Lassie is all tuckered out, we naturally can't use him in a following sequence in which he's supposed to be calm and collected. A dog can get just as emotionally wrought up as a human."

Rinty also does most of his own

# *Players At Play*

'Kraft Theater' Celebrates 8th Birthday  
With Actors From Year's 88 Dramas

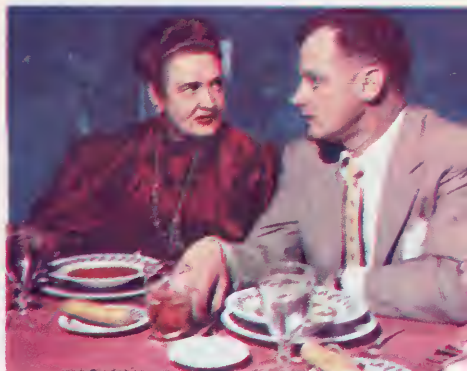
Judson Laire, Kraft veteran and *I Remember Mama* star, dances with Doris Quinlan.



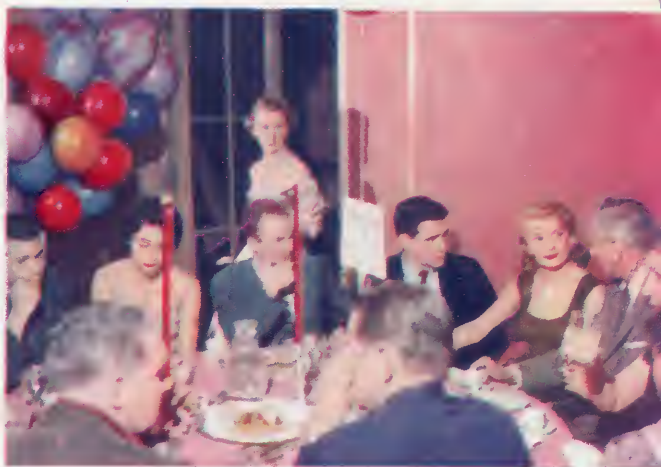




Irene Manning and Felix Deebank, in their 'Dodsworth' costumes, arrive for party, while (below) Art Carney, who did 'Uncle Harry' between Gleason shows, chats with Zamah Cunningham, of the 'Harry' cast.



More than 900 actors, all of whom appeared in *Kraft Television Theater's* 88 productions this past season, whooped it up at New York's Waldorf-Astoria recently. The ball celebrated the program's eighth anniversary and 480 consecutive plays—a record unmatched by any other network TV show. As in other *Kraft* anniversary celebrations, the players came in the costumes they wore when on the air.



Some of the players of 'Judge Con-tain's Hotel,' telecast in color on the night of the party, join the fun.

## REVIEWS



A jolt from Junior: Dick Jones, as Buffalo Bill, Jr., takes a poke at a 'bad guy.'

### Buffalo Bill, Jr.

#### PROGRAM OF THE WEEK

Any youngster who gets a vicarious kick from watching cowboy movies should get an even more powerful wallop from *Buffalo Bill, Jr.* Its hero is supposedly a teen-ager, and what's more, he has a kid sister who participates in all his exploits.

Dick Jones plays the title role and Nancy Gilbert is his kid sister, Calamity. Two young orphans adopted by an old judge in a pioneer town, they get into all kinds of scrapes. Aided by Calamity, Bill chases villains, saves the judge from being bilked, masters a bucking bronco, even lends a hand to the Government.

A trick rider and roper in rodeos when he was only five (he was billed as "The World's Youngest"), Jones is fine as the youthful Buffalo Bill. It's nothing for him to leap from his galloping mount atop an outlaw riding at top speed, knock him to the ground and best him in a slugfest.

Little Miss Gilbert is good as Calamity and Harry Cheshire, an old hand at this kind of thing, does well as Judge Wiley.

The show is produced on film by Gene Autry's Flying A Enterprises, the firm responsible for *The Gene Autry Show*, *Annie Oakley* and *Range Rider*. Autry apparently has spared neither the horses nor the budget. The sets, supporting players and stories are good, capturing much of what we've come to accept as the flavor of the Old West.

## Soldiers Of Fortune

Ever wonder what happened to the writers who used to grind out all those slam-bang adventure stories for the pulp magazines? They're writing scripts for telefilm adventure shows like *Soldiers of Fortune*. *Soldiers*, which deals with two rough-'n'-ready Americans who trot around the world seeking excitement and adventure, hasn't any sociological import—and little logic—but devotees of action-packed melodrama should like it.

The two adventurers are played by John Russell (the more serious, heroic type) and Chick Chandler (his humorous sidekick). They're do-gooders, of course, who always foil the villains and return stolen property to its rightful owners.

Adventurers: John Russell, r., and sidekick, Chick Chandler.

Even though Messrs. Russell and Chandler presumably never leave the Hollywood sound stages where the show is filmed, viewers can get a surface knowledge of world geography by watching their exploits each week.

One episode may have them hunting elephants in India; the next, pearl-diving off some South Seas island.

The supporting casts consist of seasoned Hollywood actors, many of them already familiar to viewers. Filming and other production factors are good.—R.S.



## FINE TUNING



By Ollie Crawford

Television set installed in Indian tepee. This is the first tepee set.

This Indian didn't have a TV set, and was his face red!

In this wigwam, *The \$64,000 Question* will have an audience of one buck. This is the one place where the audience is rooting against the wagon train. Their TV favorites are Tonto, the Cleveland Indians and the Milwaukee Braves.

They also like Tonto's paleface friend, but he's the lone ringer.

When the Indian first saw Milton Berle, he said he knew there were

palefaces, but this was ridiculous. He refers to Jackie Gleason as the Great Wide Father. He doesn't laugh much at the shows, but they make Minnehaha. He likes Red Barber and Red Skelton, and half likes Pinky Lee.

With TV, *Sitting Bull* is really in for some sitting.

According to the totem poll, his real favorite is that all-Indian quiz program—"How?"

Hopalong, Gene Autry and Roy Rogers have been standing guard ever since they heard that one of the Indian squaws wanted a lock of Eddie Fisher's hair.



**Ugh!** This fellow hates the world, including himself, first thing in the morning. He'll feel better after he screams at his wife, spansks the kids, and has a cup of coffee—in that order.



**Haw!** Jackass type. At parties he wows 'em with lampshades on his head. While shaving, he wears his own fedora, plays to his most appreciative audience—himself. Please, razor, SLIP!



**Whoops!** The careful character. He sterilizes his blade, applies cream with a spatula, and is prepared for the daily operation. One nick and he screams for a tourniquet. Strictly a square.

## How Are Ya Fixed For Styptics?

**Skelton Says You Can Judge  
A Man By The Way He Shaves**

Red Skelton, nothing if not ingenious, has come up with the theory that a woman should watch a man shaving if she *really* wants an insight into his character. As a preview of what she might see, Red herewith offers his interpretation of some well-known types.



**ZZZZZZZ.** The sleeper. You may think he's awake, but he isn't. Shaves by instinct, dresses, kisses his wife and even drives to work while fast asleep. The roads are full of his type.

**Ah!** Mr. Average-man himself. This is the kind of husband every girl should look for, Red says. He's guaranteed to be a simple, steady sort who'll never run off with a beautiful blonde. He'd rather shave.



CONFIDENTIALLY...

by Earl Wilson



Fred Allen Almost Gets A Tip-Off;  
Milton Berle 'Edits' Eddie Fisher

**NEW YORK . . .** Fred Allen was having Sunday brunch in the Stage Delicatessen when Max Asnas, the proprietor, said, "Fred, somebody was in here and told me the name of tonight's mystery guest on *What's My Line?*" "Don't tell me!" panelist Allen promptly protested. "It wouldn't be fair." "But I want to tell you," Asnas kept insisting. Fred finally shrugged. "O.K.," he said, "Who is it?" "Ain't that funny?" said Asnas, scratching his head. "I just can't remember the man's name."

■ Milton Berle probably wasn't kidding recently when he jumped up in a cafe while Eddie Fisher was singing that "You've got to have heart, you've got to have hope," and shouted, "Please, please—no Hope!" (Bob, that is.) . . . Eddie likes to tell how Dave Charnay, cafe owner-turned-publicist, once changed his name to "Dicky White" when he was singing for \$75 a week at the Riocabana on Broadway. "The first thing you've got to do," Charnay commanded, "is get rid of that name. Anybody with a name like Eddie Fisher can never get anyplace!"

■ Speaking of Gina Lollobrigida the other day, Orson Bean said: "There's one Roman who wasn't built in a day!" . . . Errol Flynn wore a flossy pair of black-tasseled shoes when he rehearsed with Martha Raye,

and she said, "Now I know what happened to my daughter's ballet slippers!" . . . NBC's *Today* and *Tonight* stars—Dave Garroway and Steve Allen—were both briefly suspended from high school. Steve was suspended in Chicago for sitting in the park writing poetry, instead of attending mathematics classes. Dave was suspended "for shooting craps in the principal's office" in St. Louis. "With the principal?" I asked. "No," said Dave, "he wasn't in the game. I think that's why he suspended me!"



Gina Lollobrigida

■ Comedian Dick Shawn is the son of a Buffalo, N.Y., haberdasher whose shop has been robbed five times—always while Dick was appearing in a TV "spectacular." Seems the burglars may have read the TV listings and figured out the whole family would be concentrating on their TV set on those particular nights. When Dick announced that he and a network were discussing a weekly show, his father said, "Gee, son, I don't want to stand in your way, but once a month is all I can afford."

■ "Is he tactful?" exclaimed Henry Morgan, referring to one of Broadway's more timid souls. "Well, when Jackie Gleason happened to announce that he was going on a diet, this fellow said, 'You? What in the world do you need to go on a diet for?'"

NEXT WEEK: SHEILAH GRAHAM

**HOLLYWOOD** Dan Jenkins reports:

GENE AUTRY will produce a Red Ryder film series based on the comic strip, and will pour \$1,000,000 into the project. Get to yore gittar practice, son! . . . The new "adult Western" series, Gunsmoke, has a weekly budget of \$37,500, putting it in the top bracket for film shows. AMANDA BLAKE has been added to the cast as dancehall hostess and love interest of star JAMES ARNESS.

\* \* \*

ROBERT HORTON set for a starring role in "King's Row," one of segments of ABC's Warner Brothers Presents next fall, and newcomer CLINT WALKER gets the male lead in the "Cheyenne" series. . . GEORGE GOBEL is now No. 3 on the Nielsen ratings and NBC's top rated star--over HOPE, CAESAR, GROUCHO and MARTIN and LEWIS.

\* \* \*

Climax! set to do MENDES-FRANCE's escape from a wartime prison on Thursday, July 14, with LOUIS JOURDAN . . . The all-pervasive influence of TV: a fishing skiff at Malibu is named the Wae-Wee Goe . . . NBC to telecast the All-Star baseball game in color.

\* \* \*

CBS ready to shoot the pilot of a new film series, Daniel Boone, Frontier Scout. Question: how do you tell the difference between a BOONE coonskin cap and a CROCKETT coonskin cap? . . . When BILL BISHOP was renewed for another 39 It's a Great Life films, his landlord raised his rent 50 percent "for the next 39 weeks."

\* \* \*

DANA ANDREWS, who won't do TV in any form, does the opening scene of the movie, "News Is Made at Night," as a reporter doing a TV newscast . . . VIVIAN BLAINE's new pilot film indefinitely shelved while she goes to Las Vegas. Producers are suing her for apparently walking out on the series . . . M-G-M has bought Studio One's "Operation Home" for a reported \$50,000.

\* \* \*

BOB HOPE's reported new "lifetime" contract with NBC is a five-year deal, but involves the kind of money that will go a long way toward reducing the national debt. He does only eight shows for the network next fall.

\* \* \*

This letter, from the music librarian of an Oklahoma City TV station, is for real--we've seen it. "Could you send me the title of the theme song used for Death Valley Days? A listener wants it played at his funeral and since I'm not sure when this will take place, I'd appreciate the name as soon as possible."

\* \* \*

JANET BLAIR will do the GINGER ROGERS role in the live, hour-long Front Row Center version of "Kitty Foyle." . . . Inflation note: nickel slugs, used as props, now cost eight cents. So real nickels are being used. They still cost only five cents . . . These are the real Dog Days: RIN TIN TIN grossed \$17,000 in five fast personal appearances in Albuquerque.

Great new TV entertainment! Starting July 2nd



# LAWRENCE WELK SHOW

Every Saturday night, 9-10 p.m. EDST, ABC-TV

*Featuring Lawrence Welk and his "Champagne Music" ... telecast live from Los Angeles!*

More fun for the whole family!  
Lawrence Welk and his famous  
musical aggregation join the big  
Dodge family of TV stars to bring

you the finest in entertainment.  
Also, Bert Parks in "Break the  
Bank," Danny Thomas in "Make  
Room for Daddy," ABC-TV.

*(See program page for time and channel)*

Brought to you by your dependable **Dodge** dealer

*Lawrence Welk with his Dodge Custom Royal Lancer Convertible*





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